

# In Private Life It's Modern to be Serene

## Unruffled Charm and Poise Banish Those Lines That Mar Beauty

By ANTOINETTE DONNELLY  
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ONCE more, young women, we would like to talk to you on a subject we stressed recently, because we hear more and more about it as your "big play" if you want to project yourself into the limelight. We think its most telling title might read:

*Exit the Siren. Enter Miss Serenity.*

We did a little further investigating on this subject since last addressing you. We are taking our cue largely from Hollywood, because you do, too. You would like to be like So-and-So of the movies. In the past this often has led to divorcing yourself unhappily from your own personal—and youthful—charms and graces. Maybe you even "put on an act" completely foreign to your own type and individuality. As things are today, happily, you stand a better chance of being some one in your own charming right, even though you still cue yourself after a Hollywood pattern, because their pattern now is that which belongs to your age.

The lure—sometimes strange, sometimes flagrant, sometimes striking, and sometimes sensational—one formerly associated with Hollywood stars is replaced today by an unruffled charm and poise. To be sure, a good actress may have plenty of fire, but temperament and emotionalism can be reserved for the footlights or



A smiling, vital, unruffled personality—Sonja Henie.

camera. In private life it's modern to be serene.

Let's look over the Hollywood scene. Perhaps one of the best examples of this restful charm that attracts and holds millions of admirers is the skating star, Sonja Henie. Sonja is the hardest working player imaginable. Skating scenes must be made over and over again for eventual perfection. But the little Norwegian girl emerges each time the smiling, vital, unruffled personality that has become a symbol for all performers.

Twentieth Century-Fox has gathered together a brilliant array of personality girls in their teens and early twenties. These girls represent this new girl of today, with slim, strong physique, bright, clear eyes, fine

complexion, with that well groomed, clean look that gives a feeling of assurance.

One of these new girls is Mary Healy, a brown-eyed, brown-haired New Orleans girl who was discovered by a visiting talent scout. Mary was a secretary. Studio makeup experts, usually inclined to be blasé, wax lyrical about Mary's charm, her naturalness, her poise—a girl, they say, with no "isms" to battle.

There's Nancy Kelly, whom we know personally and who would pass any day as your college roommate or best girl pal. Her carriage is extraordinarily graceful, her manner most gracious, her conversation sprightly. No act in Nancy's repertoire to impress, but she does it nevertheless with her straightforward charm.

Three new girls to win contracts on just these points that have become "musts" in today's school of winners are Linda Darnell, Brenda Joyce, and Kay Aldridge. Serene moderns each and every one of them. Or, as producers put it, "not too professional in appearance, not too glamorous in a synthetic way." Anything that may hint of artificiality would have destroyed their chances at box office money.

They tell of a test in which fifty-eight girls participated. Many were unknown, several of them famous. And out of that long, grueling test there walked a blonde, slender girl of 18 who was beautiful, *not in the Hollywood pattern*, but in the freshness of her personality, in the natveté of her manner, in the candor of her brown eyes. So Brenda Joyce was handed one of the choicest rôles of the season in Hollywood.

Margaret Lockwood, an English girl brought to play the ingénue lead in Shirley Temple's newest picture, is another young woman cut after this pattern whose outstanding trait is a quiet charm that is heart-warming.

Now, this Hollywood trend is a boon to each and every one of you young women. You can now be yourself, stressing the gentler side, the sweeter, nicer, more natural side that is your birthright.

Every one is lured to the side of the serene person more than to the siren's, because with the former one finds peace and contentment, a stimulant to do better things. Too turbulent an existence is likely to be one's lot with the siren.

Granted that, being human and normal, you have your moments of storm and strife, you can acquire a manner of unruffled charm, a complete composure that need not betray your inner emotions. Call it acting



ENTER MISS SERENITY  
(Tribune Studio photo.)

if you wish, but practice, you know, makes perfect, and by practicing this art of appearing serene you may gradually find that life is not a series of emotional crises.

It's really one of the greatest beauty aids to court this emotional control, poise, serenity. It keeps away the lines of dissatisfaction that mar the beauty of eyes and mouth, which no amount of makeup can efface once they're etched there.



Margaret Lockwood has quiet charm that is heart-warming.

(Acme photo.)  
Studio makeup experts wax lyrical about Mary Healy's poise.



Katherine Aldridge, one of Hollywood's serene moderns.



There's Nancy Kelly—her manner most gracious, conversation sprightly.

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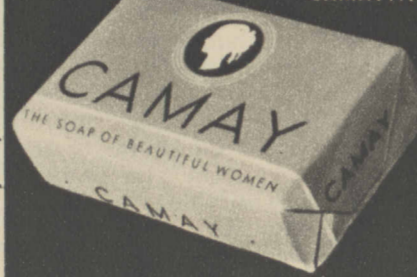
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