



Listen Girls!



A CHAT WITH THE EDITOR

A MORNING shower is the perfect way to start your day—it leaves you brisk and wide awake. Not even Miss America herself can look good with droopy lids and a sleep-drawn face. Teeth should be brushed at least twice a day.

Run the tip of your tongue over the front of your teeth. Feel a rough coating? Your teeth need brushing again.

Winter or summer, always apply a deodorant when dressing. Nothing mars femininity more quickly than the obvious lack of a deodorant. Talc, cologne, skin refresher—all give a light, pleasant touch of fragrance.

Comb out your curls with a hairbrush. Though it may take a few minutes longer, the curls look neater and a hairdo stays in place much longer.

Apply morning makeup in daylight. Artificial light can make a startling difference in tone and emphasis. If you use a powder foundation in makeup, choose one slightly darker than your skin to avoid a pasty look. Blend it evenly on face and neck. Stopping at the chin line gives an odd—and undesirable look. Apply powder lightly over the foundation. Hurry over the places where the powder is likely to cake. Later in the day do a renewal on both foundation and powder rather than attempting to patch things up with powder.

Apply rouge with masterful understatement. It can be one of the largest mishaps in makeup.

Lipstick should harmonize with the color you are wearing, as well as flatter your own coloring.

Busy as you are, you can take care of all the little details that add up to personal beauty. It's not black magic, either—just sensible planning—careful scheduling of time. It's getting up ten minutes earlier in the morning—starting to dress for your shop-

ping trip or date five minutes earlier. Personal loveliness is a part of your daily life!

Before you walk out your front door check these items: shoes polished?—stocking seams straight?—shoulders thoroughly brushed?—nails unchipped?—clothes spotless?—gloves clean?—hemlines even?

Flowers for Milady

Springtime is flower time—and if you like cut flowers about your house, here are some tips that will lengthen the life of cut flowers by hours—even days.

Cut flowers need immediate attention. Flowers kept out of water for any length of time lose much of the power to absorb water and therefore wilt rapidly. Put the flowers in deep water in a cool place for an



hour or two before arranging; overnight in a cool basement is even better.

When cutting stems to arrange the bouquet, use a sharp knife. Scissors often crush many of the little water channels in the stem, decreasing the water intake. Holding the stems under water while cutting is unnecessary. Heavy, woody stems should be split for two or three inches at the end. Most chrysanthemums need this treatment,

as do all fruit tree branches being forced for their blossoms.

Changing the water and cutting the stems every day is a nuisance. If all excess foliage below the water line is removed when first arranging the bouquet, the water can be changed every other day instead of daily.

Flowers do best in a cool place. The higher the temperature the more moisture flowers lose and the quicker they wilt. Drafts and hot air from open registers and radiators are fatal.

If it is necessary to keep flowers in a warm room during the day, put them in a cool place at night.

Flowers with a milky juice such as poinsettias or poppies will benefit if the ends are plunged into boiling water for a minute or two—or the ends singed over an open flame. Protect the blossoms from the heat. Cut peonies, poppies and iris before they have completely opened. They'll keep color and petals longer.

Adding salt, vinegar, aspirin, etc., to the water does little to make the flowers last longer. Your florist can provide you with a good flower preservative. But chemicals are not cure-alls for droopy flowers. Good care is the best insurance for a lovely, long-lasting bouquet.

New Short Hair Fashions

The straight, forward-combed gamin hair cut is by no means your only choice among the new short hair fashions. Now that short hair is generally accepted, many variations are beginning to appear. Most of them are softer, prettier and more feminine than the first most extreme cuts.

The extremely short, shingled back, for instance, is just about out. Instead there are lines which brush the side hair high and away from the face instead of forward. The soft full double bang adds even more to the pretty and feminine effect. A sleek and pert coiff is not severe nor masculine. It's neat—not naughty. A light permanent provides body to hold the shape, rather than to provide curls.

But long or short, be sure your hair is one of your shining attributes. Know and practise the prime requisite for beautiful hair. Brush with fervor and be repaid with results that are no less than dreamy. Normal hair, with sufficient brushing, and a couple of minutes of scalp massage each

day, does not require shampooing more than once every week or ten days.

Hints for Career Girls

If you are an efficient career girl, look and act the part. Good looking gals are a business asset—but we don't mean the fluffy creature who is so beauty conscious that she becomes a trial and a bother. She spends too much time on beauty props—and she simply doesn't belong with people who keep their noses close to the grindstone.

If you are out to bring home the bacon and eggs, try to fit into the business picture. Plain dresses are smarter than fussy ones. Don't be tempted by little numbers that carry too much decoration. Away with fussy ornaments—you can indulge that fancy when you're off on an evening date for an hour or two of fun.

We suggest, too, a not too brilliant nail polish. A subdued color means that the big boss won't have his eyes on your fingers and a scowl on his face when he dictates to you.

Lots of girls have kicked themselves out of good jobs through just plain carelessness. There are too many of them who neglect offensive perspiration odor. That type is just a social outcast. Some kind person should take her aside and tell her the facts of smelling pretty.

Suit Yourself

Suits almost as soft as dresses, and dresses which are plainly meant to wear instead of suits, along sunny spring avenues, are what the smart shops are showing. So very, very useful, too—you can equip them with haughty accessories, or take them out for a business day with the handbox primness of white cotton gloves and simple hats.

Judging by the spring preview, linen suits (and later on, linen sheath dresses) will be very popular. Most of the linens have been treated to discourage easy wrinkling and we're sure you'll want to include at least one in your wardrobe.

And while you're out shopping—should you be on the plump side, remember that the right kind of clothes can do much to disguise those overweight lines. Learn something about clothes that will give you an appearance of slenderness.

Avoid cross lines in the cut of clothes,

in fabrics and decoration—they detract from height. A short, bulky jacket will make you look plumper. Long draperies are your sartorial dish.

The fussier the frock, the more noticeable the ample proportions.

Plain fabrics are more flattering than those that are patterned; dark colors give the effect of more slender lines. Black is the best bet; light pastel tones should not be worn. If the upper arms are overdeveloped, the sleeveless gown is definitely a mistake—wear little cape-like affairs to conceal most of the arms.

How the neck is dressed is important. Fussy pieces of frilly neckwear are taboo. If you must wear neck fripperies, choose something that is soft and filmy—designed with long lines. The V neckline makes the neck look longer, more slender; it shades down that extra chin, detracts from the circular contour of the face.

Coffee and —

Coffee is right at any time and always welcome.

Since it's such a versatile brew, there are many questions about what should go along with it.

With an impromptu afternoon coffee, serve small sandwiches, thin and simple; small



cakes and rich cookies, hot toast with cinnamon or marmalade; candies or nuts.

If you find yourself with a coffee party on your hands—and no cream—here's the trick to solve that obstacle. Heat milk almost to the boiling point and serve with coffee that is made a little stronger than usual.

If you are planning an extra special coffee party, here's a super dessert that's just right for a big occasion.

Strawberry Refrigerator Cake

1 pint strawberries	¼ teaspoon salt
½ cup sugar	1 tablespoon lemon juice
1 tablespoon unflavored gelatin	1 cup whipping cream
¼ cup cold water	2 packages shortbread cookies
1 cup milk	

Mash strawberries; add sugar and let stand. Soak gelatin in cold water for five minutes. Scald milk; add gelatin and stir until dissolved. Cool; stir in strawberries, salt and lemon juice. Whip cream stiff. When mixture begins to thicken, fold in cream. Arrange 12 shortbread cookies on bottom of pan or mold. Pour in ½ of mixture; top with 12 more shortbread cookies. Add remaining mixture and cookies. Chill in refrigerator until firm; unmold. Cut into individual servings. Serves 6 to 8.

Face Facts

Makeup foundation can work wonders for a face that doesn't quite make the grade when it comes to well proportioned features. You can create illusions that will make a long nose shorter, a broad nose narrower, eyes that are too close together wider apart, or tricks that will bring out good features and make them seem more important.

It's done by using two foundations—one lighter in tone than the other. A general rule for bringing out a feature is to use a lighter foundation. Lighter shades attract the eye, darker shades will make a feature less noticeable.

A long nose can be made to appear shorter by applying a slightly darker foundation at the tip than the foundation used on the rest of your face. If you want to make a short nose look longer, apply a thin line of light foundation from the bridge to the tip and blend into the darker foundation you are using elsewhere.

To make a weak chin appear stronger use a lighter foundation to give a highlight that will bring it out. A heavy jaw can look more delicate by applying a dark foundation at the corners.

It's terribly important when you do this makeup job with two foundations to be sure there is no sign that the two have been used. The blending of the edges between the two must be indiscernible—otherwise there is no illusion—just patchy makeup.

Chit Chat From Here and There

There's a new feeling in costume jewelry. It's the barbaric look—somewhat gentled by civilization. But even if you have been no closer to the jungle than a crowded subway, you will like the large, savage looking pieces of jewelry that smarten up your costume.

Necklaces spread wide to cover the new bared bodices. They are used in multi-strands for length and in linked chains for

Lips and hair are the predominant features requiring perfection for a really good photograph. Plastering on the lip coloring doesn't do the trick.



width. Pearls are clustered; colored, jewel-like stones are set in heavy carved bases. Dangle earrings look newly important with short coiffures. Bracelets are large and heavy.

A famous Hollywood hosiery designer has eyes scurrying legward with his newly designed, highly-embellished stockings. Now that more of your leg will be showing, you can really pretty it up. Lovely basic shades of stockings are highlighted with clox of wonderful designs—including flowers and monograms. There are fleur-de-lis for back heel adornment—and sometimes just contrasting tones in the seams to catch the eye. There are heavenly stockings of gold and silver mesh for evening wear.

If you have any doubts about adopting the new flapper clothes and makeup, tie yourself to see Lorelei Lee, the most fabulous flapper of them all, in "Gentlemen Prefer Blondes". It's the latest musical in town—wonderfully done—and hard to buy seats for. And if you can't get to see it, you can read all about Lorelei Lee in the Popular Library edition of "Gentlemen Prefer Blondes," which will cost you the small sum of twenty-five cents. To flapper or not to flapper can be decided after you've read the book.

Having your picture taken? A famous photographer of beautiful women believes in full front photographs. And he thinks that even if you are only having your face photographed, the dress is important. Especially important is the neckline. He favors the peasant neckline to keep the neck clear. If you are having a full-length portrait done, he thinks a bright, gay dress gives a younger effect.

Foot Notes

If every gal devoted the same care to buying her shoes as she does to buying a hat, there would be no unattractive, uncomfortable feet and no closet full of shoe mistakes.

You don't buy the first hat you put on. In fact, you're willing to search tirelessly until you find exactly the right one. You should do the same thing to get proper fitting shoes.

There are four principal points to judge in the proper fit of shoes. First, there should be length for the toes to breathe—enough space between the tip of the toes and the end of the shoe; enough width for each toe to lie flat on the sole of the shoe and not be crowded against the toes next to it.

Second, the ball of the foot should rest squarely in and on the widest part of the shoe.

Third, the arch of the shoe should hug and support the arch of the foot, following its curve and clinging to it like a second skin.

Fourth, the heel should sit easily in the heel of the shoe, which should be neither too loose nor too tight. When these four requirements are met, the right type last has to be found. Consider your height, your weight, the length and width of your leg and the shape of the ankles and foot when you choose your shoes.

A V-throat pump will make the leg look slender. And if you are on the plump side, no elaborate detail please. Wide straps, heavy stitching and perforations are not for you.

For tall women, a one-inch heel will cut the height a bit as will multi-colored footwear, nubby textures and extension leather soles.

Short women should never wear flat heels that make them look too, too childish. Nor should they go in for the skyscraper type that makes them look as though they are toppling over.

Midsection Streamliner

In the new spring fashions, the trim skirt and fitted jackets ban thickness through the

waist. If you want to fit the fashion, there is no time to lose.

Get to trimming. Here is a midsection streamliner:

Lie on back on floor, arms out at sides shoulder level with palms down. Knees should be bent toward chest, legs together. Keeping the knees bent and shoulders as flat on the floor as possible, lower both legs slowly to right side, touching floor. Return to starting position and lower legs to the left side. Get a firm grip on the middle muscle and hold the up-pull. Start with eight times on each side and increase gradually.

Here's another:

Lie on back on floor, arms hugging knees to chest. Roll from left to right, across the backs and sides of the hips. Bear down on the fat padding. Start with twenty-five rolls. Again keep the girdle muscles snugly up and in.

Here's to a slimmer, lovelier you for Spring—and do stop in again next time!

OUR NEXT ISSUE

Sherry Cochran was frustrated. She was so darned frustrated that she couldn't even work up much of an appetite for the succulent dinner Parke Demarest had ordered for her. Her eyes were on the couple occupying another table for two—Jim Brinton and Elayne Trudell.

Parke's voice brought her out of the fog. "Still carrying the well-known torch for Jim, eh?"

"You're a fine one to talk," she came back. "I suppose you've forgotten all about Elayne?"

"Not entirely," Parke admitted, "but I'm working on it."

"I could cheerfully strangle you, you know," Sherry said. "If you wanted to have a fight with that witch, I suppose it's your own business. But throwing her back

into the open market is definitely unfair. Now look what's happened!"

"How long have you known Jim?" Parke asked.

"Just a few months, darn it. And we were just beginning to get clubby when Elayne swooped down on him!"

Parke shrugged. "Of course, if you're giving up that easily—"

"Giving up?" Sherry snapped. "What do you think I'm going to that meeting tonight for? Why do you think I'm getting into that amateur theatrical group?"

"Oh!" Parke said softly. "Now I'm beginning to get the pitch. Jim's taking part, too. Well, then I don't feel sorry for you any more. In fact, if I know you as well as I do, I'd say Elayne was the one to feel sorry for. . . ."

Follow Sherry Cochran as she sets out to win back her man in *HALF WAY TO HEAVEN*, the grand novelet by Ann Arden featured in our next issue. With the amateur theatrical stage as its fascinating background, *HALF WAY TO HEAVEN* is a glamorous romance of a scrambled foursome in the game of love. You'll adore every moment of this wonderful story.

Also in the next issue—*MY HEART IS ON A PLATTER*, by Nita Nolan. This novelet of a girl and a disc jockey will bring you a delightful glimpse into Broadway recording studios and radio stations that you will find most entertaining. Nadine Taylor thought the largest city in the world was the loneliest after her first three days in New York—but then things began picking up in a way that makes *MY HEART IS ON A PLATTER* a glowing, vivacious, adventurous romance. A swell reading dish.

Our next issue will also contain a gala selection of sparkling, scintillating short stories by some of your favorite writers, plus a goodly assortment of interesting features. Be on hand—and meanwhile, do look at Page 97 of this issue for my "Charm Column," containing personal answers to readers' queries. Thank you!



196 thrill-packed pages of fascinating love stories of the outdoors in the gala new **ROMANTIC WEST ANNUAL**—now on sale, only 25c at all stands!

Get your copy today!

PRODUCED BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

*Michael Canavan returns to
recapture a radiant
dream of romance!*



*I've
Loved
You Long*

He came in almost shyly and she
stood up to greet him

By **LOUIS ARTHUR CUNNINGHAM**

GWEN had been wishing all the sleepy August morning that the phone would ring. When at last it did she reached for it eagerly and shaped a voiceless prayer that it would

mean something—not just some dull, fruitless inquiry or—horrible thought—a wrong number.

She lifted it from its cradle. "Ace Realty Limited," she said in her soft,