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## WHY Great Beauty IS A Disadvantage

By Miss Edna Goodrich

ASK any beautiful woman who thinks, what advantage her beauty has been to her and she will answer: "None. On the contrary, it has been a decided disadvantage." She will be quite honest in so saying, for she will tell the truth. For this I can give reasons, convincing to myself, and, I hope, satisfying to you. At any rate I shall try, and if I can convey to you one-half the earnest protest that lies in the soul of any beauty against her lot you will pity instead of envy the woman who is beautiful.

Beauty has always seemed to me a beacon on the high seas of life. A beacon suggests something flashing, brilliant and wonderful, does it not? And yet what is a beacon on the high seas? A lighthouse calling attention to the rocks about it. That is precisely what beauty does. It calls attention to the imperfections which it lights, throwing them into more cruel relief. How often have you heard someone exclaim, "What a pretty girl! Isn't it a pity she is so fat?" or, "What a sweet face! Isn't it a shame that she is so awkward?" And most often you have heard: "She's pretty, but hasn't an ounce of brains."

Really, physical beauty only accentuates the lack which might pass unnoticed, were the owner plain of face or form. I am speaking honestly when I say that beauty is a cruel light turned gaily upon all the crudenesses of youth and flaws of mind and character. Were it not for a certain outward loveliness, these inward uglinesses would scarcely be manifest, certainly would not be thrown so daringly upon the screen of the public mind. Because a woman is beautiful too much is expected of her. Every very good looking woman I have known I have heard moan at some time: "So much is expected of a beauty!"

### The World Is Cruel to a Beauty.

If, as is the case with some of the most famous beauties, they are on the stage, their debuts are a torment. The audience notices when the unusually handsome woman walks upon the stage an exceptional endowment of good looks, and at once this punctuates her lack of experience.

Pretty, but gawky; Handsome, but a horrible actress! These discouraging phrases float up to her and nearly put an end to her career through heart failure or apoplexy. Year after year it is the same, and when, after she has gained experience and skill, she improves, the improvement is grudgingly noted by the critics. The world is as cruel to a beauty as it is kind to a lover. It seems to deny her everything but the beauty, and that it discounts and despises.

Soon a beauty learns that she does not belong to herself but to the public. She may be the daughter of a multi-millionaire or the eighteen-dollar-a-week girl at the end of the chorus line, but in a short time she will find that she is only herself—limited. The public has part in her. It speaks of "Our Mary," or "New York's lovely Miss Smith." Her beauty is not her own. She is not her own. The public owns shares in her which it claims by staring at her and making rude personal remarks, as, "She's not up to the mark to-day. Wonder what's the matter? She is the kind that ages fast." The public feels it has the equal right to criticize a beauty, as freely as the mayor or the head of the street cleaning department.

The beauty cannot enjoy herself as other women do. She is always on exhibition. She has the sense of being always on parade. A beautiful woman longs to get into a sweater and run about with her hair mussed as other women do, but she must not! No, some one may be looking over a back fence or out of an attic window, training field glasses on her, and saying, "She is a beauty? Why, she's a fright!" This is especially unforgivable in this country, in Europe one is permitted to perspire, and wear a sweater and big loose boots, and that is the reason I like to stay over there.

### Can't Eat, Drink or Dress as You Wish.

It is hard work to keep one's reputation of being a beauty. You cannot dress your hair hurriedly in a new mode and go down town to shop. Not at all. You must, if you are a beauty, work hours at the mirror, studying yourself at every angle, to be sure that your coiffure is adapted to yourself. You cannot, if you are in high spirits, take a hop, skip and jump anywhere. You must move slowly and gracefully with a dignity befitting the reputation you didn't want, but which the public has forced upon you.

You can't eat what you like because it may make you fat. You can't drink ice cream soda lest it muddy your complexion. You have to take horrid exercises before going to bed and go through even worse contortions when you get up to keep your figure. If you go to sherry's to luncheon you cannot eat and chat with perfect enjoyment. You cannot forget that people's eyes are focussed upon you. Suddenly you feel as though thrust into an icy pool. Some woman is staring at you, and saying, "Why did she ever wear that hat?"

It costs a great deal of time to be a beauty. You must give twice as much time to shopping as a plainer and so more fortunate woman does. You cannot hurry through a month's shopping in two hours and dash off to a matinee. You must keep at it steadily, as a galley slave at his oars. You must worry the lives out of the shop girls and give the floor walkers nervous prostration. Your shopping is as important as an election. Instead of spending time with books or with your friends, you must rest and take beauty treatments, because you are a beauty. It costs a great deal of money. You cannot afford to wear coarse cloth nor have ill-cut clothes. A fine picture must have a good frame. Empty your purse of all that you wanted to spend for a trip to Florida, or to refurbish your apartment, for clothes you must have, many of them, and expensive ones.

These are the lesser disadvantages. They are irritating, and bring frowns, and wrinkles, and rob you of your beauty and your good disposition.

I come now to the greater disadvantages affecting the vital things in every woman's life—be she artist or woman in the home. It is a fact known by beauties, and suspected by others, that beautiful women do not attract the best men. Gallow boys or silly old men batter about the flame of beauty. Intellectual men do not care for physical beauty. Men who are worth while are attracted but briefly by it, if at all. Recall the sort of men who have lost their heads over a beautiful

face. What sort of heads were they? Loose and empty, were they not? The admiration of these men had its root not in the beauty of the women but in their own vanity. These men want to be seen with what they call "a looker." They want other men to envy them. That which the poor beauty, yearning as all women do for sincere affection, mistook for love for herself was the self love of the foolish youth or the vain old man. So I was not surprised to hear a woman who had been an enchantress of international renown say: "In all my life I have never been loved!" That which is the glory of every woman's life, desired by her above all things else, the love of a manly man, is generally denied the beauty.

### Middle Age a Grief, Old Age a Tragedy.

Consider the marriages of great beauties. Which of them has been happy? The genuinely happy marriage is generally unknown to them. Their fault, you say? In part, perhaps, for while a beauty may not have been born selfish, she may have grown so, gradually, unconsciously. Every foolish person who exclaims, "What a lovely little girl!" helps foster selfishness and conceit in her. She is "spoiled" when she reaches the altar of marriage. The arm on which she leans as she leaves the altar is neither a strong nor trusty one. It cannot, or does not, guide her into wise paths, nor toward the heights of character attainment. For this reason the saying "All beauties are spoiled" remains true, while under kind, firm guidance they might become women of rarest, finest characters.

Certain sayings about beauties pass into proverbs, and beauties hear them so often that they accept them as truth. For instance, "Beauty and brains do not go together." This, heard so often, discourages them, and hopeless of living down this untrue saying they cease to try. And this brings me to the greatest disadvantage of all the disadvantages of being a beauty. Because of poor training in youth a beautiful girl thinks that being a beauty is enough. She asks nothing more of the gods. Creatures gather about the candle flame of her beauty. They are moths, but she mistakes them for men. She does not need to put forth any effort to attract. There is no need to cultivate her brain or her character, she thinks. Everything indicates that her beauty is enough. She wastes her youth.

She lays up no riches of the charm of a cultured mind and a harmonious character. When middle age comes it finds her empty-hearted and empty-handed, often, I grieve to say empty-headed. That deeper, richer charm which holds love to the end she never had. That is the reason middle age is a grief, and old age a tragedy, to a beauty.

### Two Portraits of Edna Goodrich Who Is Generally Rated as a "Beauty."



PHOTO BY HALL-N.Y.

## To Stop Fraudulent "Beauty" Cosmetics

By Rene Bache.

THE Richardson Bill, now before a committee in Congress, is aimed at fraudulent cosmetics. If, as is expected, it becomes a law, it will drive all the pretended "face lotions," "skin foods," and other such beauty fakes out of the market.

This is a matter of very great importance, because up to the present time there has been no restriction whatever upon the sale of stuff of the kind, which find a market in this country to the extent of many millions of dollars yearly. Most of it is absolutely worthless, and much of it highly injurious and even dangerous—being calculated to destroy, rather than to enhance, feminine charms.

The Government would have attacked this swindling business long ago, but for the fact that its hands have been tied. For fraudulent cosmetics are not within the scope of the Pure Food and Drug Law, simply for the reason that they cannot be classified as medicine in a proper sense of the term. If a woman seeks a cosmetic to make her more beautiful, it can hardly be said that she is purchasing a medicine.

This situation of affairs, however, will be entirely changed by the passage of the Richardson bill, and thereupon the Government will proceed to make wholesale seizures of fraudulent beauty-making nostrums of all kinds—basing its action in some cases upon the false labeling of the preparations in question, and in others upon the fact that they are worthless or worse. Already the Bureau of Chemistry has made a fairly complete investigation of the whole subject, and has planned its line of procedure.

The women in particular should be glad of the protection which by this means is to be afforded them against a species of fraud which, not only cheats them out of their money, but threatens to rob them of their good looks. Take for instance most of the so-called "face lotions" which today are so widely advertised and sold. Most of these have been analyzed by the Bureau of Chemistry, and it has found that

nearly all contain bichloride of mercury—that is to say, corrosive sublimate. The typical nostrum of this description consists of corrosive sublimate dissolved in water and glycerine and flavored with tincture of benzoin.

It goes without saying that such a mixture is extremely cheap. In fact, it can be put up for almost nothing at all, but it easily commands a high price. Apparently (say the Government experts) the more absurd and extravagant are the claims made in behalf of a beauty fake, the more readily it sells.

One manufacturer, when asked "what was in" a cosmetic preparation that he sold, coolly replied: "There is 30 per cent profit for me." The fraudulent "beauty lotions" are made by destroying the surface layer of the skin with which they come into contact. That is to say, the corrosive sublimate they contain causes the outer "scarf skin" (epidermis) to peel off, thus bringing to view the lower layer of skin (dermis) which is smooth and pink.

Incidentally, of course, it leaves the skin very tender and sensitive—

deprived as it is of the protection which nature has provided for it. Further applications of the lotion do more damage, producing irritation, roughness and cracking of the skin. These symptoms (for lack of the outer protective coat) are likely to be followed by germ infection, which results in a "breaking out," or eruption of a most disagreeable and even distressing character. Recently the Bureau of Chem-

istry learned of a typical experience of this kind—certainly most instructive—which was recited by a lady who, in the quest of beauty, had purchased and applied one of these lotions.

Her complexion having been ruined thereby, she went to a physician, who prescribed an iodine ointment. In obedience to his instructions, she used it before going to bed. When she got up the next morning, she found that her face had turned literally as red as a boiled lobster—this being the effect of a combination of the iodine in the ointment with the mercury of the lotion.

In despair she went to another doctor, who gave her an ointment that contained sulphur. When she used this, it turned her face black, so that she looked like a negro.

In the course of time, with the disappearance of the chemicals and the natural replacement of the injured skin by fresh tissue, the lady's complexion resumed its normal and healthy appearance. But she is not buying any more "beauty lotions."

Ever since vaseline appeared on the market as a commercial article, it has been widely employed as a basis for cosmetics. In itself it is harmless and even beneficial—barring one rather serious drawback which will presently be mentioned. But it has been the custom of manufacturers of nostrums to add a little scent and coloring matter, and sell it at fancy prices under one trade name or another—the fraud in this case consisting in the sale of

an extremely cheap material, in disguise, for much money, with the help of advertisements making false and extravagant claims in regard to the efficiency of the preparation as a beauty maker.

The same thing has been largely done with nutton tallow. And a good deal of very expensive tooth-powder is nothing more than a mixture of powdered soap and precipitated chalk, with a little scent and pink coloring to render it attractive. Toothpowder, it might be said, is hardly to be classed as a cosmetic; but it serves to illustrate the general principle that underlies the manufacture of nearly all toilet preparations—the idea, that is to say, of selling a mixture of cheap materials at a high price.

A serious objection to vaseline as an unguent for use on the face is that it is at least suspected to have a tendency to encourage the growth of hair where it is not wanted. This is merely a suggestion which women may consider it worth while to take into view.

Even the colored population is not overlooked by the manufacturers, though the nostrums sold for their special use are most commonly for taking the kinks out of the hair. "It seems awful funny to me," said a negro maid to her mistress one day, "how you white ladies are always tryin' to put kinks into your hair, while we colored folks are doin' our best to get 'em out!"

There is a very wide and profitable sale for "anti-kinks" of which there are many brands on the market. One, recently analyzed by the Bureau of Chemistry, was found to be a mixture of coconut oil and crude vaseline, flavored with oil of bergamot. Another was a more elaborate preparation, composed of lard, beeswax, camphor oil, beef marrow and gum benzoin, flavored with oils of lemon, orange, cloves and lemon grass. Yet another was ninety parts vaseline and ten parts fake suet, with oil of bergamot for flavoring. All of them are sold with fake "before and after" pictures, illustrating the marvelous effects they produce.

If the Richardson bill becomes a law the Government officials will make havoc on the fraudulent complexion and beauty business.



Magnified Cross-Section of the Skin. E.—The Outer Surface of the Skin (Epidermis) Which is Eaten Away by Bad Complexion Remedies. D.—Underlying Skin (Dermis) Which is Left Exposed to Inflammation and Disease.