

Marie Downing BEAUTY ROMANCE



The Leflore Beauty Foundation was established by the Godfrey Manufacturing Company to study and to preserve woman's natural beauty, and to make the results of this research available to the public.

So many of you have written recently for advice on improving the texture, color and contour of the neck that I have selected it as the subject of this week's column. Those of you who have written are wise enough to recognize the importance of those few inches between the chin and shoulders. Many of you, who have not written, may need to have your attention called to this area.

The neck should have the same treatment as the face. Stand in front of a well-lighted mirror and give it careful scrutiny. Why is it that most of us, when we are creaming our faces, putting away wrinkles from around our eyes and mouths, rubbing in nourishing and bleaching creams, and even applying make-up, stop short of our necks? The deepest lines appear horizontally across our necks. If your neck is youthful you can fool the public as to your calendar age long after your waist has begun to thicken and your skin has lost its early freshness. Keeping your neck in condition is not such a chore really. You don't begrudge the time you give your face. Why should your neck be overlooked in the beauty schedule?

If you find that your neck is lined, with the skin much coarser than that on your face and several shades darker, the first step is to stir up

the circulation. A thorough cleansing with a rough cloth and plenty of warm soapy water will start the skin tingling. Finish off with cold water or if your skin is not too dry with an astringent. If you are in the habit of creaming your face, include your neck in this beauty ritual. A little lubricator goes a long way toward warding off wrinkles. For necks that have long been neglected and allowed to become darker than the face a mild bleach may be necessary.

Here is a simple and relaxing exercise to strengthen the neck muscles and keep them from becoming flabby. Let the head fall forward until the chin touches the chest. Then slowly rotate the head, stretching the neck muscles as much as possible. Repeat ten times. This is also a good cure for that stiffness at the base of the neck brought on by close work or nervousness.

Start your campaign for a youthful throat contour today. Remember—stir up the circulation, nourish the skin, and exercise. It's as easy as that and you will be well pleased with the results.

What are your beauty problems? Write Marie Downing, Leflore Beauty Foundation, Room 607—511 Locust St., St. Louis, Mo., and she will be glad to answer them. Be sure to enclose a self-addressed stamped envelope.

This Week in Thought and Religion

By Robert L. Moody

Tree Planting

A special day each year has been set aside to plant trees. This idea originated through the growing alarm over the depletion of the American forests. Our state of Nebraska led out in this observation. Personally we think it is a great idea because of our experiences with dust storms. We are told that trees help to produce moisture and rain in general. Therefore trees have several indispensable values, such as wood for lumber, furniture and fuel, fruit, shade and moisture. Some trees are more valuable than others but each has its importance.

Of the righteous and those that mourn in Zion, the prophet said: "that they might be called 'trees of righteousness,' the planting of the Lord." Isa. 61:3. Again Psalmist declares that "the trees of the Lord are full of sap." Ps. 104:16.

Since we realize that every body both saints and sinners, is likened to "trees, we must remember that "a good tree cannot bring forth evil fruit, neither can a corrupt tree bring forth good fruit. Every tree that bringeth not good fruit is hewn down, and cast into the fire. Matt. 7:16-20. Inasmuch as our natural trees are important to earthly things so are we.

The probably cause for our "economic dust storms" and "spiritual drought" is because a many of us, are "corrupt trees." Let us give as much attention to our conduct and productivity that we may truly be "the planting of the Lord" and Omaha will become a better place in which to live.

WORDS WITHOUT MUSIC

By LOUIS REID

Music Features & Photo Syndicate

THE melody of the last three years which most clearly fits Tin Pan Alley's definition of a "natural"—a song hit which makes itself a singable, playable tune combined with simple, sentimental words—is Sigmond Romberg's "When I Grow Old I Dream." Already, close to 600,000 copies of this song have been sold. In the pre-radio days it would have sold, it is estimated, 2,000,000 copies.

Old songs, classical and light classical selections offer even an opportunity to those most industrious men of the music world, the arrangers. No competition is more spirited than that prevailing in this class. For example, there are actually 139 different arrangements of Dvořak's "Humoresque." As for Rubenstein's "Melody in F," it can be had in 94 arrangements. Johann Strauss' "Blue Danube" has been given, to date, 83 arrangements. Other familiar compositions which have been extensively arranged are Rimsky-Korsakoff's "Song of India," with 82; Offenbach's "Barcarolle," 73; Schubert's "Serenade," 67; Handel's "Largo," 53; Godard's "Berceuse" and Schumann's "Traumerie," each with 44; Rachmaninoff's "Prelude in C Sharp Minor," 38 and Schubert's "Ave Maria," 35.

No wonder there are so many earthshakes. It's Dvořak, Strauss and Schubert turning in their graves.

203 "I Love You" Songs
Incidentally, there are 1,127 copyrighted songs listed under "Serenade." The simple but most expressive declaration of the tune-makers, "I Love You," graces the title of 203 songs. "Day Dreams" isn't far behind. It appears on 160 compositions.

This writer is occasionally asked which of the two great American folk songs, "Old Folks at Home" (Swanee River) and "Carry Me Back to Ole Virginia"—probably the two greatest songs ever written in this country—is the better.

He is unable to answer. Their appeal seems equally strong. One thing, however, is certain. Stephen Foster is far, far better known to Americans than James A. Bland, who wrote "Carry Me Back." Yet, Bland is not a one-tune man. He wrote many songs, the most popular next to his hymn to Virginia being "Oh Dem Golden Slippers." As an indication of its popularity, it was performed 2,875 times in 1936.

Fanciest songwriting name now occupied in fashioning tunes for the movies is Paul Francis Webster. He wrote the words to the song, "Rainbow on the River." The music was by Louis Alter.

Verses Are Rare
More and more rare becomes the song with a verse. The concentration on the chorus of a song can be laid to the dance orchestras. Pressed by the time limits of their broadcasting schedules, they have opportunity only to air the refrains of the tunes. The practice has altered the technique of songwriting. Many popular tunes today carry only a refrain, which begins usually with the words of the title.

The year 1936 was not noteworthy in America for any expression of martial spirit. No preparedness campaign was underway. Wars and rumors of war abroad had not developed to a point which engendered a general burst of patriotism here. And yet, as if prophetic of the state of the world today, 1936 gave rise to more patriotic music in America than did any year since 1918.

1936's Patriotic Music
Here are some figures which reflect upon the martial character of much of our music in 1936: "Dixie" was performed 8,566 times, "Yankee Doodle," 7,723 times; "Over There," 2,996; "Star Spangled Banner," 1,131. Topping them all was "Stars and Stripes Forever," unofficial marching song of the U. S., with the astounding total of 24,892 performances.

Strange, that "Riding on a Blue Note," as a title of a jazz composition has not been used until now! Duke Ellington comes up with it as the name of his latest opus in indigo.

With the success of "In the Shade of the New Apple Tree" as a guidepost, the country seems destined for a series of re-writings of old-time ballads. The above song is almost identical in several of its bars with Egbert Van Alstyne's "In the Shade of the Old Apple Tree." The chief difference is in the tempo. The old number was in 3/4 time while the new one is measured to the loping trot of the fox.

Already new arrangements are being written of the old tunes, "Bicycle Built for Two" and "The Bowery."

Reports from San Antonio state that Grace Moore broke all of the city's concert records in a recent recital. Unquestionably, the waltz song, "One Night of Love," which featured her movie debut, played a large part in winning great public favor for her. "One Night of Love" was a tremendous hit. It was written incidentally by the movie director-songwriter Victor Scherzinger, A.S.C.A.P., who some years back, with "Marcheta," proved he possessed the knack of melody-making.

Paris Favors Our Tunes
Most popular American tune in Paris during the past year was "Is It True What They Say About Dixie?" The French capital depends almost entirely upon American tunes for its popular music. Other favored airs in Paris in 1937 were "True Confession," "Dipsy Doodle," "Goody Goody," and "The Lady Is a Tramp."

Wonder how "Dipsy Doodle" sounds in French!
New comedy number—comic songs today are few and far between—is "Monkeys Is the Craziest People."

Sam Coslow
A.S.C.A.P.

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TRUTH VISIONS by ABBE WALLACE

NOTES—Your question will be answered FREE in this column ONLY when a clipping of this column is enclosed with YOUR ANSWER. ON YOUR FULL NAME, BIRTHDATE and CORRECT ADDRESS. For PRIVATE REPLY send twenty-five cents and a self-addressed, stamped envelope for my NEW ASTROLOGY READING and receive by return mail my FREE ADVICE ON THREE QUESTIONS. Send all letters to Abbe Wallace, care of The Omaha Guide, 2418 Grant Street, Omaha, Nebraska.

E. F. S.—Please, sir, tell me why my daughter married this man and will he be good to her?

Ans: Your daughter married for the simple reason that you and millions of others did. FOR LOVE. Of course this man will be kind to her and it would be a good idea for you to make an effort to understand and appreciate him more since he is in the family.

E. A. S.—How soon will I receive enough money to pay all of my bills I owe and can go to be with my friend?

Ans: It will be a long time before you pay up your bills and can make a nice trip of

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this kind. You can do it however, by cutting down on your expenses and living economically for about six months.

M. M. N.—I have about reached the conclusion that my husband is not the type of husband I desire. It seems as if we can't agree on anything, but perhaps it might be myself. Help me out please, for I am on the verge of going away.

Ans: A change should not be made until your health improves. See a good doctor and after you recover completely, then make up your mind about leaving. Neither one of you really make an effort to understand and get along together. Bear in mind that a marriage is a bargain of give and

M. W.—I often read your column and would like for you to tell me if I will be able to get my clothes?

Ans: The clothes that you let your cousin take home are all right, but it just isn't convenient for her to mail them to you right now. She is going to get in touch with you regarding them in a very short time.

L. L. H. Should I go to Pittsburgh or should I go down in Georgia? Any suggestion will be appreciated.

Ans: Run over to Pittsburgh while you are waiting for your plane to come again for it is likely that your brother could help you get situated. If you don't find anything by the first of May, although I am confident you will, you can always return to your farm in Georgia.

T. T. I have a girl friend I love very much and I want to know where I stand with her?

Ans: At top notch right now. You had better let her know your feelings for she isn't going to wait always for you to make up your mind to confess your love.

M. G. R. I like your column very much. Should I do as I intend to by letting my husband alone or do you think I will ever be able to get a good out of him?

Ans: Right at this time he isn't going to straighten up and do the right thing; although I do not think that you should put too much confidence in your boy friend either for you have the Children to consider.

R. R. Y. Will you please tell me why that man won't pay me for my timber. Is there anyway that I can get my money?

Ans: If you make him pay you, it will be necessary for you to consult a lawyer and do so legally. The sooner you get the matter into a lawyer's hands, the better off you will be. He doesn't want to pay or he would answer your letters

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