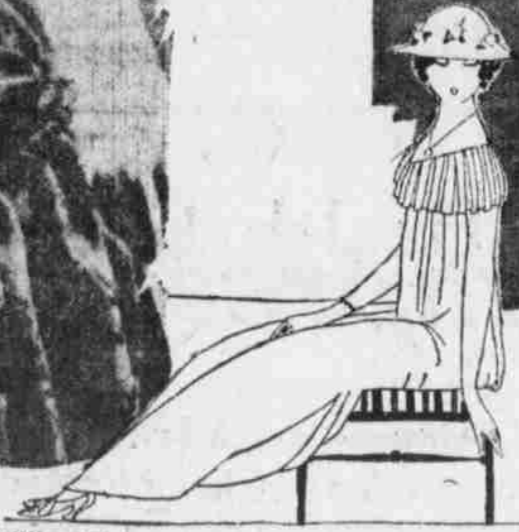
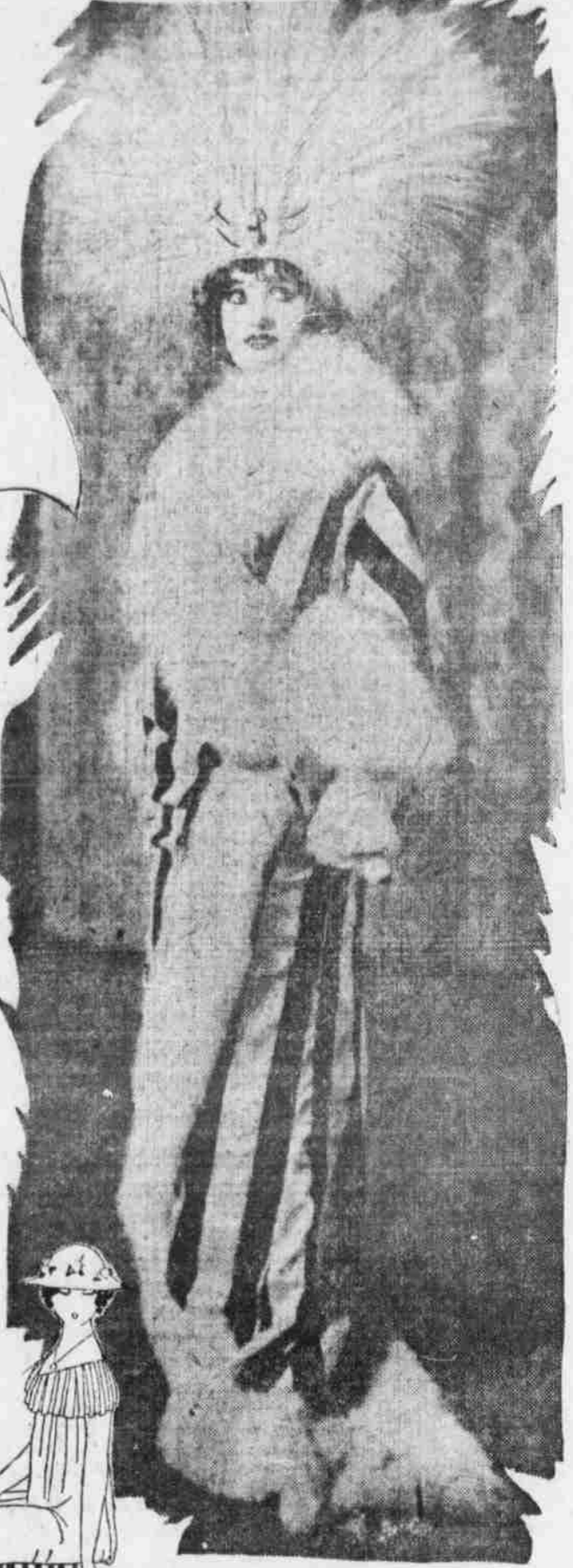


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The Art of Exaggeration

Lady Duff-Gordon Tells Why a Woman Should Underscore Her Good Points, and Dress to Make the Most of Herself



Striped Evening Cloak with Sumptuous White Fur Collar and Bands that Strikingly Exaggerate Mile. Gaby's Slenderness and the Pallor of Her Skin. Small Hat, with Huge Osprey Decorations, Created to Accentuate Her Eyes and Display Her Hair.

The Small Hat I Created to Increase the Size and Brilliance of Mile. Gaby's Gray Eyes, and Chiffon and Brocade Wrap of an Exaggerated Type, Appropriate for the Stage or Garden Party.

The "Exaggerated Line" Wrap and Hat, Designed to Accentuate Mile. Gaby's Height and Grace. A Delightful Example of Legitimate Feminine Exaggeration



LADY DUFF-GORDON, the famous "Lucile" of London, and foremost creator of fashions in the world, writes each week the fashion article for this newspaper, presenting all that is newest and best in styles for well-dressed women. Lady Duff-Gordon's new Paris establishment brings her into close touch with that center of fashion. Lady Duff-Gordon's American establishment is at Nos. 37 and 39 West Fifty-seventh street, New York City.

By LADY DUFF-GORDON ("LUCILE")

THE well-dressed woman is the woman who exaggerates the little points of her costume. The beautiful woman is the woman who exaggerates the good points of her face and figure. This is an age of exaggeration, and the woman who turns puritan and refuses to exaggerate is lost.

Every woman yearns to be considered a beauty, whether she is one or not. How often a beauty is lost just because the woman is puritanically afraid to make the most of her good points, and that is all that exaggeration is. This gentle art was not original with woman. I preach individuality, and what is individuality but exaggeration? When I see a woman who is different from her fellows I know that Nature or the woman herself has exaggerated some one of her points. I love the Oriental dress. It satisfies a craving for beauty in my breast that no other costume does. The Oriental costume is exaggeration in dress at its best. In this dress we have the rare and indescribable spirit of the East caught and held by woman. I have been able to adapt many of the Oriental costumes to our modern habits and days. And I will say very frankly that I think that many of my most delightful

creations had their inception in the East. I have never, however, made the fatal error of transplanting a costume bodily. It is that I have seized upon a hint in the color or, perhaps, in the drapery, and have developed it so that the Parisian wearer has been the cause of great envy among her friends.

The stage is undoubtedly the greatest background for the art of exaggeration. Everything on it has to be enlarged, so almost distorted in order to "get over." Humor becomes almost coarse, smiles become laughter, complexions are made up in a way that beggars description—this is at close range, seen from the front, however, the effect is usually very beautiful. On the stage exaggeration is not only allowable, it is obligatory, and perhaps no stage beauty takes more kindly to the development of her good points than Gaby Deslys. I have made some very charming gowns for this inimitable French actress. I am using her to show you the true, the artistic method of exaggeration. But it must be borne in mind that the art displayed here would not be appropriate off the stage. But the same principles apply to this art off and on the stage. For instance, Gaby has very beautiful eyes. They are large and of a gray, the shade of the Winter skies when the snow flies. Her eyes are

her best feature. Therefore, I studied them before creating anything for her. I did not have to think of her color, for Gaby can wear any color known to man. It was individually of style that I had to work out. Before getting away from Gaby's eyes let me whisper to the woman whose eyes are her best feature, "If they are large make them larger.

No. 210--A New Way to Get Thin--My Secrets of Beauty

By Mme. Lina Cavallieri.

IT was a clever corsetier who told me of it. She is inventive and has common sense, a combination rare and compelling. Need I say she is successful, rich and popular? "She said: 'Madame, you are slender as a reed. I pray that you will remain so, for aliveness more than anything else gives the semblance of youth. But should you ever note in yourself the dreadful American sign of the spreading hips, do that which has made all my patrons slim and supple.' " "Obesity pellets?" I asked with a lift of the brows, for you, my long, faithful readers, know that I do not approve them. "Non! Non!" "Dieting?" "Dieting is another name for starvation. It causes a woman to look old and sad and tired." "Exercise?" "A little, of course, for health, but over-exercise robs femininity of its soft aspect. To be beautifully femi-

nine a woman must suggest softness as does the cat. Over-exercise causes the muscles to become hard and, as the blacksmith's muscles do, and may give the curiously set and hardened expression to the face so unbecoming to women. Women were not made for hard continuous tasks of any sort."

So thought the great corsetier, whom Paris has named "The sculptor of the woman figure." You and I may think, of course, otherwise. But her reduction method has melted away the fat from a score of my American friends as by magic. One warning I utter. Employ it sanely and carefully, for, like all reduction methods, if carelessly or foolishly used, it may become what in the United States you call a "boom-rang."

At night before retiring drop a Turkish towel into boiling water, wring it out quickly and place it about the hips and abdomen. Remove it as soon as the towel cools and dip the towel again into the boiling water, wring it out and wrap the same part of the body with it. Do this six times and the result will be quite as when you have

steamed your face. The pores are wide open as the mouths of a little bird gaping for food. These mouths must be fed. Feed them with a reduction lotion or cream. That in which my corsetiers profoundly believe is this:

- Alcohol 1 qt.
- Camphor gum 2 oz.

"In Summer my nose is a natural color, but in Winter it becomes red," writes R.

A red nose usually means indigestion or poor circulation, when it does not mean alcoholism. Avoid tight garters, corsets, collars and sleeves. Eat simple food and drink much water. If you are in the habit of drinking alcoholic liquors, break it. Pilocarpine remedies are accepted by authorities on hair culture as the best hair growers in the market. Pilocarpine is derived from jaborandi leaves. These are used in Paris as preventives of baldness.

- Tincture of arnica, 200 grams.
- Quinine, 200 grams.
- Jaborandi leaves, 100 grams.

Fill your cupped palm with this and rub it vigorously into the hips and abdomen. The camphor is an active reduction agent. It does its work so quickly that in a week I have known women to lose five pounds through its use. It has the very great advantage of reducing the size in the spots where one wishes to lose it. The

method can be applied to the shoulders, to the upper arms, to the lower legs, to the double chin. It is cheap and speedy and well worth a persistent trial. But do wrap yourself well in a woolen gown while applying the wet cloths and rubbing in the lotion and dry the body thoroughly afterward to avoid catching cold.

By Mme. LINA CAVALIERI,

The Most Famous Living Beauty

BEAUTY QUESTIONS ANSWERED

Pilocarpine lotion:
Eau de cologne, 100 grams.
Glycerine, 10 grams.
Tincture of cantharides, 5 grams.
Nitrate of pilocarpine, 25 grams.
This has been successful in fending off baldness:
Rosemary alcohol, 100 grams.
Tincture of cantharides, 10 grams.
Salicylic acid, 1 gram.
With a soft brush apply the lotion every night on retiring.

E. S. writes me: "My body is very fat in the middle, while my upper part is rather thin. How can I reduce the former and develop the latter without submitting to very fatiguing exercises on account

of my weak heart?"

Stretch the arms straight outward from the sides and bring them together until the fingers meet—the movement that you and I used when we were children and used to play "Patty-cake." Raising the arms above the shoulders until the fists meet above the head is another valuable exercise for developing the chest. To reduce the abdomen there are no better movements than the two of bending forward from the hips, without bending the knees, until the tips of the fingers reach the floor, and lying on the back kicking upward, first with one leg and then the other.