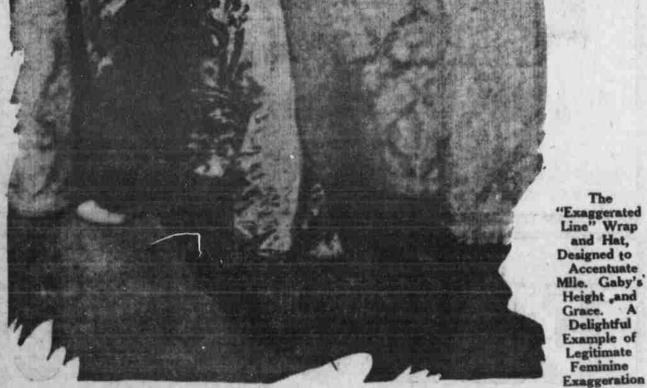
## THE OMAHA SUNDAY BEE MAGAZINE PAGE

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



ADY DUFF-GORDON, the famcus "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 centre 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")

FILE well dreased 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 How often a beauty ia lost'just because the woman is purl-tanically 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 individuality but exaggeration? When I see a woman who is differ-ent from her fellows I know that Nature or the woman herself has

a sagerated some one of her points, I love the Oriental dress. It satis-fies a craving for beauty in my breast that no other costume does. The Oriental costume is exaggeraion in dress at its best. In this dress we have the rure and indescribable spirit of the East caught and held by woma

I have been able to adapt many of the Oriental costumes to our modern habits and days. And I lisnay very frankly that I think at-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." ilumor be-comes almost coarse, smiles become laughter, complexions are made up in a way that beggars descriptionthis 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 deent 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 files. Her eyes are

Therefore, I best feature. her 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. was individuality of style that I had to work out.

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

Don't be satisfied with their actual size, but dress your hair and your body so as to increase it. I know that some of my ideas will appear appalling to the puritan woman, but remember that I am fust following the example set by Nature!

Small hats "hat partly shade the face, particularly at the side, tend to make the eyes look larger, and give a hint of mystery to them. Let the woman whose eyes are large try this. The woman with small eyes must wear hats with a wide brim and must wear her hair fluffed out about her face. This tends to make her whole face look small and her eyes appear larger by contrast.

But to return to Gaby, but not to her eyes, for a moment. I want to call attention to the sumptuous evening cloak in the first picture. This is a decided exaggeration of a mode that is very smart and very popular in Paris at present. To suit the dainty and piquant Gaby I had to exaggerate its points, of course. And by this exaggeration I have accented her lines in a most adorable manner. Gaby is a slender sprite in reality, but wearing this wonderful wrap of silver brocade, with its extremely long trailing back and its

heavy fur bands, she looks as tall and as sinuous as our mental idea of a Russian princess.

The deep and thick fur collar increases the delicacy of her complexion. In this costume Gaby's lines were of more importance than her eyes, and so I sacrificed the latter to acertain extent, But a more graceful figure never stepped upon the boards than Gaby in this costume. The hat, with its excessively high plumes, adds to her height, of course, but they are of such grace that they do not appear to be exaggerated. Now, this cos-tume, beautiful as it is on the stage and on the graceful Gaby, would be utterly out of place off the stage. I cannot conceive of any woman so devoid of taste and sense as to wear But I consider it a veritable triumph for Gaby.

In this picture I have shown one way to exaggerate the grace and slenderness of the lines of the figure. Remember that it is, perhaps, easier to accentuate one's "lines" than to enhance any other There is, to my mind, feature. nothing of greater value to a woman than seemingly long, slender lines.

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

In the second picture I return to garden party. And then only with Gaby's eyes. Here you will see an example of what I meant when I a demure hat and a gown of equal demureness. The elaborateness of that small hats made large the wrap does not detract from the eyes look larger. In the other piceyes, but in the full length figure tures you will see that I had to sacyou will see that the grace shown rifice her eyes, but in this I have in the first figure is gone. Voluminbrought out all their beauty and ousness in wraps or gowns is apt to size and then some, to speak slangily shorten and broaden the figure.

In picture three there is much that many would call exaggeration, but is not the tout ensemble very beautiful? Here I had to accentuate lines and display the hair and eyes as well-a difficult task, for the hat that aids the eyes hides the hair as a rule. But to the artist all things are possible. I had also to create something that was totally unlike the coat in my own picture. In this case I took a superb stripped black and white velvet for the wrap. It is very narrow and daringly long for an overwrap. The pointed effect in the back is accentuated by the white fur that ends in a sharp point. The long hands on the front and the stripes add at least three inches to the wearer's height. The dead white fur gives a charming pallor to Gaby's complexion and adds sparkle

method can be applied to the shoul-

ders, to'the upper arms, to the lower

legs, to the double chin. It is cheap

and speedy and well worth a per-sistent trial. But do wra, yourself

well in a woolen gown while apply-

No. - A New Way to Get Thin -- My Secrets of Beauty The Most Famous Living Beauty

By Mme. Lina Cavalieri. T was a clever corsetiers who told ma 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 slimness 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" "Non! Non! "Bieting?"

"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 bourgeon and harden, as the blacksmith's muscle 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 corsetiere, 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 "boomerang."

At night before retiring drop a Turkish towel into boiling water, wring it out quickly and place it about the hips and abdomen. Re-move it as soon as the towel cools and dip the towel again into the boiling water, wring it out and wrap the cam part of the body with it. Do this six times and the result will be guite 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 consetiere profoundly believes is this:

Alcohol .....1 qt.

Camphor gum......2 oz.

BEAUTY

"In Summer my nose is a natural

A red nose usually means indiges-

tion or poor circulation, when it does

not mean alcoholism. Avoid tight

Paris as preventives of baldness.

Tincture of arnica, 200 grams.

Jaborandi leaves, 100 grama.

Quinine, 200 grams.

color, but in Winter it becomes red."

writes R.

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.

AU

This hat is one of the small, snug

caps, that fit the head ever so

closely, coming down quite over the

ears, but allowing a bit of an open-

ing just above the eyes, as you can

dark fur that mixes with the hair.

The upstanding chou of brocade and

fur gives the length to the head

This simple hat is naturally not

exaggerated in ftself, but it ac-centuates the eyes. This is im-

portant to keep in mind, for if it was extravagant in itself it would

the elaborate wrap worn with this

simple chapeau! It is of an ex-

travagance that puts it out of the

every day class entirely. No wom-

an could wear it nor the huge muff,

save on the stage or, perhaps, at a

What a tremendous contrast is

that is necessary.

overpower the eyes.

This cap is edged with soft

said

again.

it has the very great advantage of reducing the size in the spots where one wishes to loce it. The

ing the wet cloths and rubbing in the lotion and dry the body thoroughly afterward to avoid catching

QUESTIONS ANSWERED **Pilocarpine** lotion:

Eau de cologne, 100 grama. Glycerine, 10 grams. Tincture of cantharides, 5 grams. Nitrate of pllocarpine, 25 grams. This has been successful in fend-

garters, corsets, collars and sleeves. ing off baldness: Eat simple food and drink much Rosemary alcohol, 100 grams. water. If you are in the habit of Tincture of cantharides, 10 grams. drinking alcoholic liquore, break it. Salicylic acid, 1 gram. Pilocarpine remedies are ac-cepted by authorities on hair cul-With a soft brush apply the lotion ture as the best hair growers in the

market. Pilocarpine is derived from jaborandi leaves. These are used in of my weak heart?"

to her eyes.

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 "Pattycake." Raising the arms above the shoulders until the fists meet above the head is another valvable 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.

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 reduce the former and develop the latter without submitting to very fatiguing exercises on account