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To Beautify the Neck

ONLY those women who suddenly discover that their throats are not beautiful in evening dress and endeavor to make them so realize that it is easier to keep a throat beautiful than to remedy the ravages of time, neglect, and even absolute ill treatment of what should be one of the most attractive parts of a woman's body.

Unconsciously every one pays the tribute of admiration to a neck which is lovely in tint and texture, and swan-like in its grace, and which forms a flawless connection between the curves of the face and swelling lines of the shoulders, emphasizing the beauty of both by its own contrast of line and charm of movement and proportion.

Such a throat is easy enough to obtain in youth and keep into old age, but it requires a little time and attention in earlier life and a great deal later on if early care has been denied.

Quite apart from considerations of health, tight neck-bands and collars should be avoided from babyhood. But they very seldom are, so that many a girl of twenty possesses a neck devoid of even the almost inevitable beauty of youth. While tight collars are ruinous to the contour and usually to the poise of the neck, high ones destroy the texture and color of the skin and accomplish this all the more rapidly if the collar is tight as well as high. The muscles of the neck become shrunken, and the skin flabby and dark, often splotched, in color.

One recognizes the fact that high collars are necessary in certain gowns, but it is possible to make most of these of lace, so that air may circulate freely about the throat, and it is always possible to construct a collar that is perfectly loose but which fits so well as not to seem so.

Even the color of a collar is of considerable importance, for nothing but white should ever come in contact with the skin of the throat; it perspires freely and absorbs the dyes of colored stuffs to a remarkable extent. White silk is, therefore, commonly used as a lining for some collars, and chiffon, thin China silk, and net for others.

The ideal neck is most readily obtained and retained by those who wear collarless gowns, or if a covering for the neck is essential, use transparent materials of white or lined with that color. If a woman would have a pretty throat it is imperative that she should give careful attention to her collars and neck-bands of all sorts, and this includes underwear. Through this a ribbon is often drawn at the base of the throat of child or adult, where it exerts a pressure that is not only bad for the contour of the throat, but for the circulation as well.

Another important essential in the care of the neck is to keep it thoroughly clean. In this connection a man who is probably the greatest beauty specialist in this country declares that "hot water has ruined more skins than has anything else"—this with reference to steaming processes and hot compresses.

In order to cleanse the skin, scrub the neck with hot water and the best imported bar castile soap obtainable. After the hot scrub bathe the throat with cold water. Some women even use ice water and ice packs for ten minutes. The cold treatment tones, tightens, and imparts brilliancy to a skin that is relaxed from the hot scrub.

This process over (and oatmeal, cornmeal, and almond meal are frequently used in the bath to soften, whiten, and cleanse the cuticle), the average woman would fancy that her throat was clean, but it isn't. A good cold cream is the next essential and no one should ever buy a cold cream upon the recommendation of a demonstrator or clerk in a shop.

Some women need a cold cream that is without grease and others require the oils. After determining which sort is best adapted to her purposes a woman should then rub it plentifully on her throat, beginning at the chin and working down with a very light rotary mo-

tion of the finger tips, or she may pat and pinch in the cream. Little wads of absorbent cotton may be used to gently but thoroughly wipe off the cream. The amount of dirt disclosed upon each little wad is astonishing.

After the throat is clean it requires another treatment if muscles or skin sag; this consists of a bandage of cheese-cloth applied after an astringent bath of alcohol or lavender cologne. The bandage is tied at the top of the head and absorbs the astringent lotion. If worn at night a skin food must be patted into the neck first and allowed to absorb, but when the astringent bath, with or without the bandage, occurs in the morning the skin food comes last and is used to plump out the neck. A fat throat does not require feeding unless it sags, when the skin must be fed to keep it firm and more astringent lotions employed.

No matter how lovely a texture a neglected skin may acquire through careful treatment persisted in for some time and never wholly abandoned, exercises are necessary to develop and preserve the contour, and to prevent a tendency to or remove a double chin.

When this type of chin appears its owner may usually rid herself of it by stretching her chin as far forward as possible a number of times each day and by massaging downward from the tip of the chin in a firm rotary motion that will disperse the fatty tissue.

Whether a neck be fat or thin, however, there are certain exercises which tend to make and keep it round, well developed, strong and graceful. One of the most valuable and simple of these is to bend the head forward slowly and as deliberately lift it erect ten times. Bend it backward and erect it the same number of times and repeat the movement, first to the right and then to the left, ten times on each side.

An exercise that especially imparts grace with the rounding out and strengthening process is to swing the head in a circle as many times as this can be done without causing dizziness.

Somewhat more difficult, but of even greater value in the development of a perfectly formed and graceful throat, is that exercise which requires one to lie flat upon the floor and raise and lower the head ten times. If one becomes fatigued before the tenth movement the exercise should cease. Do not overdo it. If the chest is thin, skin food should be gently rubbed in, the hollows pinched to fill them out.

ANSWERS TO CORRESPONDENTS

V. S.—How can I keep down an increasing stoutness?

The chief trouble with women who gradually and surely increase in weight is that they are apt to have a large appetite. Therefore, do not eat as much as you want. Never eat between meals. One of the best rules is to omit a meal now and then. Slowly drink a glass of water, instead of always eating when hungry. Being hungry often is a habit.

Chew all food until it becomes of about the consistency of cream. If the food is thus masticated hunger will be satisfied by a small amount.

Take an hour of some form of physical exercise each day.

The major portion of all sugar, starches and fats should be eliminated from the diet.

B. M.—I am greatly troubled with hangnails and would be glad if you could tell me how to avoid them.

The more correct term for these tiny skin fringes is agnails. The skin at the base of the nail in its tendency to creep up over the "half-moon" becomes easily torn. Through these little wounds the entrance of microbes results in infections that are the cause of considerable discomfort. To avoid the trouble this skin edge should be gently pressed back with a blunt orange-wood stick at least twice a week. In cleaning the nails the stick, soap, warm water and a nailbrush are the only essentials.

Flora—I have been using a sharp steel point for cleaning my nails, but find it unsatisfactory. Will you please tell me how I can remove stains from under the nails?

An orangewood stick is a most convenient implement for cleaning the nails. A tiny wad of cotton rolled about the point and moistened in diluted peroxide of hydrogen will remove stains. Sharp steel implements scratch and injure nails.



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