

THE CULT OF BEAUTY

BY MORRIS FISHBEIN

IN THE classified telephone directory of any large American city one comes casually on the heading Barber Colleges, and proceeds then through Barbers, Baths and Beauty Culture Schools to Beauty Parlors. Then one advances to Corsets and Accessories, to Cosmeticians and to Dermatologists—and begins to realize at last what a vast trade has grown out of the desires of Mr. Babbitt and his wife and daughters to enhance the physiognomies and figures with which a none too beneficent Providence endowed them. If one resides in a town in which the trade is backward, the promoters of comeliness may still be found under such old-fashioned headings as Hair Dressers, but where the cult of beauty has many shrines they hold forth in all the gaudy glory of Beauticians and Cosmetologists.

As with classifications, so with names. In all of the cities in which the beauty shops flourish their sign-boards display an extraordinary similarity. Consider these samples plucked from several lists:

Annie Laurie Beauty Parlor
Belcarno Beauty College
Bertha Betty Beauty-Spot Shop
Betty Jane Beauty Shoppe
Bonita Beauty Salon
Fountain-o'-Youth
Hollyd Obesity Salon (The first word is a contraction of Hollywood.)
Babe's Beauty Shoppe
Beau Ideal Shoppe
Brush-Up Shop
Brownatone Shop
Char-Ming Beauty Shoppe
Colton's Permanent Wave Shop
The Fairest Marcel Shop
Franco-American Beauty Shop
Gotthart's Vienna Beauty Shop
Hindu Rose Beauty Parlor
Jean's System of Beauty
La-Ann Beauty Shop

La-Blanche Beauty Salon
Ladifair Shop
Maison Gustav
Maison de Sadie
Miladi Beauty Shop
Mi-Lady's Beauty Shop
Mitzi Beauty Shoppe
Paradise Beauty Shop
Madam Pauline
Peacock Beauty Shoppes
Poudre Box Beauty Shoppe
Premier Epilation Salon
Sanitary Beauty Parlor
Venus Beauty Parlor
Your Style Beauty Shop

Here are parlors, colleges, shops, shoppes and salons, all conjuring with the magic word beauty and conducted by damsels variously yclept, whose names have undergone strange metamorphoses in accordance with the nature of their art. Here are Eva May, Emmie Lou, Frances Jeune, Helen Janice, Kathryn Ann, Beatrix, Elza, Cecile, Cecille, Ethyle Clair, Sadye, Ada Dolores, Estelle, Mae, Gladys, Gloria, Hazelle, Helyn, Hannelte, Myrtle, Jean Jonnie, Georgette, Arline, Kathlyn, Adoline, Marjorine and Neoma.

Proceeding through the telephone book, one reaches the heading Plastic Surgery, and comes upon the names of five or six medicos who, it seems, devote themselves to the removal of the redundant wrinkle, to restoring the aquilinity of misshaped proboscises, to the disposal of the fat resultant from too many calories, and to the miscellaneous alteration of countenances which, for one reason or another, seem to their possessors to be not what they ought to be. These learned gentry are obviously not to be listed with the ladies above mentioned, except in so far as they are also concerned with the glorification of American womanhood and woman-like man-

hood. Of their arts and their deceits more will be said later.

Estimates place the number of beauty shops in Manhattan at between fifteen hundred to two thousand. There are at least a thousand in Los Angeles, not counting Hollywood. The number in Florida increases with every incoming train, for the beauty shop, like the fur-store, the jewelry store, the dance-hall and the bordello, is among the first to profit when money is loose, profits are large and the turnover rapid. The high potentate of one college for cosmeticians informs me that nine thousand emporiums are devoted exclusively to the sale and application of her wares, and that an average of ten more or less sightly young women dispense beauty and its accessories at each of them. The casual trade in powders, soaps, creams, lotions, beauty-masks, nose-shapers, chin-lifters, ear-pressers, hair-restorers, hair-removers, hair-straighteners and hair-tonics is a matter of millions.

Indeed, it is largely on their sale—they are endowed with names as fanciful as those of the ladies who promote them—that the beauty shop industry has arisen. All the rest of the hocus-pocus—the “colleges” for the training of apprentices, the various mysterious techniques and maneuvers, and the trade associations and their carefully planned publicity—are intended mainly to promote the traffic in toilet preparations. If one turns from that section in the telephone book devoted to beauty parlors and hair-dressers to that headed Cosmetics or Toilet Preparations, certain names will be found recurring with the significant words “manufacturing company” behind them. The company with the nine-thousand dispensaries of cosmetic art manufactures one-hundred and thirty-seven preparations. Corresponding to the Beau Ideal Shop we have the Beau Ideal Preparations, to the Boncilla Shops the Boncilla Laboratories, Inc., to the Cara Mia Shops the Cara Mia, Inc., to the Charm of Youth Shops the Charm of Youth Corporation, to the Marinello

Shops the Marinello Company. And so on through the list, with the independent ladies who conduct individual shops or parlors, perhaps in their own homes, supplied by manufacturers who deal in the various preparations in bulk. The business increases by leaps and bounds, and is acquiring a legal status. Let us cease for a moment these generalizations and gaze upon some concrete facts.

II

Arkansas, Connecticut, Illinois, Louisiana, Missouri, New Mexico, Oregon, Utah and Wisconsin are already in the fold with State licenses for beauticians, and the way is open in California, Texas, Oklahoma, Michigan, Iowa, Nebraska and New Hampshire.

In Illinois one cannot practice beauty culture without a certificate of registration as a beauty culturist. “Any one or any combination of the following practices constitutes the practice of beauty culture when done for cosmetic or beautifying purposes and not for the treatment of disease or of muscular or nervous disorder,” says the law. Here, indeed, is a fine distinction, and the specifications go on to convey suggestions titillating to an active imagination. Beauty culture, according to the act, is “the application of cosmetic preparations to the human body by massaging, stroking, kneading, slapping, tapping, stimulating, manipulating, exercising, cleansing, beautifying, or by means of devices, apparatus or appliances, arranging, dressing, marcelling, curling, waving, cleansing, singeing, bleaching, coloring, dyeing, tinting, or otherwise treating by any means the hair of any person.” I have seen a photograph of the governor of this proud State as he signed the law, his cranium, quite devoid of hirsutage, glowing beneath the countenance of an inspired cosmetician, who breathlessly awaits the application to the paper of the tintorial fluid that is to legalize her noble profession. But wait! Another great

profession also pleads for protection! "However," says the act, "provisions of this act shall not authorize any registered beauty culturist to cut or clip the hair of any person unless he has first obtained a certificate of registration as a *barber*."

The law specifies who may be a registered apprentice in the art and limits the certificate of cosmetician to those who are at least sixteen years of age, of good moral character and temperate habits, and who have graduated from an eighth-grade elementary school or completed an equivalent course, and finally, who have either studied beauty culture for one year as registered apprentices or graduated from an approved school. Naturally, the legislators provided for admitting into the fold, pronto and without examination, all those who were practicing one year before the law was passed. Also they provided for the revocation of licenses for immorality, habitual drunkenness, gross malpractice, incompetency, continued practice by persons having contagious diseases, drug addiction, and unprofessional conduct.

The Arkansas bill specifically mentions the removal of superfluous hair as a part of the cosmetic therapist's art. The Missouri law speaks of hair-dressers, cosmeticians or cosmetologists as well as of beauty culturists. It also employs the words "cosmetology" and "cosmetological establishment." In its definition of the practices concerned it mentions particularly the removal of superfluous hair by electricity and speaks of the "limited practice of cosmetology" as the "occupation of manicurists and electrologists." The Missouri law requires the registration of each cosmetological establishment for purposes of sanitary control and bars the use of its rooms at any time for sleeping or residential purposes. It carefully exempts from the law members of the following liberal professions: medicine, surgery, dentistry, osteopathy, chiropody, and barbering.

In Oregon the law takes another turn: there cosmetic therapy includes "the application of the hands or of mechanical or

electric apparatus with or without cosmetic preparations, tonics, lotions, creams or clays, to massage, cleanse, stimulate, manipulate, exercise or otherwise improve or beautify the scalp, face, neck, shoulders, arms or upper part of the body, removing superfluous hair, manicuring the nails of any person, *male or female*, and to arrange, dress, curl, wave, cleanse, cut, singe, bleach, color or similarly treat the hair of any *female*." Here also the new profession has not been permitted to infringe upon the immemorial rights of the barber.

Wisconsin found necessity for definitions of the terms bobbing, beauty parlor, managing cosmetician, operator, itinerant cosmetician, and school of cosmetic art. It carefully exempts chiropodists, masseurs, hospital attendants, nurses and student nurses, physicians, surgeons and barbers from the operations of the act. It places all cosmetic establishments under the State board of health for examination and inspection. It regulates particularly the use of the electric needle. There must be no treatment of diseases of the skin or scalp except under the direct supervision of a physician. Towels may be used only once and instruments must be sterilized after each employment.

In some of the States the licensing of cosmetic practitioners is controlled by a State board of registration, in some by the board of health, and in some by specially established boards. In New Mexico the board has five members, of whom at least two must be women beauty culturists and two male hairdressers. Nothing is said about the qualifications of the fifth member. Utah mentions specifically as included in the practice of the cosmetician the removing of superfluous hair, warts or moles by the use of electricity or otherwise.

To those familiar with legislative methods in America it will be clear at once that the passage of such legislation in so many States within a period of little more than a year represents an organized movement, with the submission of a so-called model bill, modified to meet the idiosyncrasies

of the individual States. "These six laws were obtained," says the official organ of the American Cosmeticians' Society, "as a result of much self-sacrifice and hard work on the part of a small group of women in each of these States. They have behind them some fine organization work, personal enthusiasm that could not be dampened by setbacks and misunderstandings, meetings without number, countless hours of telephoning, hundreds of personal interviews with legislators, weeks given over to lobbying in the State capitals, days of anxiety and disappointment, and a generous amount of that necessary thing—coöperation."

In Missouri success was not difficult because the local branches of the American Cosmeticians' Society and the National Hair-dressers' Association combined forces to push the bill through. But hearken to what happened in Oregon, as told by Miss Mary E. Newman, of the National School of Cosmeticians in Portland:

When the newspapers began to ridicule our movement, many of us who carried the most advertising stopped it immediately, and made a personal appeal to the editors. They reconsidered and gave us a splendid write-up.

We hired no lobbyist—we did our own lobbying. We each tried to look our best and be lady-like, not bold or forward, and we were listened to with respect, though at first there was the usual attitude of ridicule.

Our bill passed through Senate and House by a large majority. But not until the governor had signed our bill did we lessen our vigilance.

The report from New Mexico is almost romantic; thus the leading newspaper of Santa Fé:

When the bill regulating the beauty parlor operators was introduced, great hilarity ensued, and the bill and all its works were greatly kidded. All that was needed for a laugh the first three weeks of the session was a casual reference to the beauty parlor bill. The earnest and good-natured young ladies who lobbied the bill to a triumphant finish dimpled merrily at all the jokes, issued frequent invitations to luncheons and dinners, talked quietly. When the bill came up for passage it was regarded as seriously as any other measure in the House.

Miss Evelyn Lazarus, a worker in the same sovereign State, contributes this record of her personal experience:

Before our bill was presented I had no less than four conferences with the Barbers' Union here in Albuquerque. I can't remember ever having had to do so much fighting before. The argument waxed so hot about what our line of work included that it got into personalities. Then again politics were played. . . .

Then our real trouble was to start—in the House. Over fifty per cent of the House is Spanish, and you just talk at them, not to them. We presented our case to every man there. Every place and any place we met them they were lobbied. [*Sic.*] A few had their wives with them, which was a great help to us.

Miss Pinson has that go-get-it smile, and however discouraged we were, she smiled—in spite of the mean things that were said to us. . . .

What wonder, then, that the passionate legislators of New Mexico succumbed, and made cosmetology a licensed and learned profession!

III

Following the experience acquired by our surgeons in the great war, plastic surgery advanced very rapidly. The need for restoring extensive segments of the skin, for rebuilding facial contours destroyed by explosives, and for repairing the ravages of burns by fire or chemicals gave birth to surgical methods with results nothing short of marvelous. Such specialists as the English surgeon Gillies have published vast tomes recording the before and after aspects of hundreds of patients. A dissemination of the photographs marked "before" would make most potent propaganda for the pacifists. But the "after" illustrations, revealing the accomplishments of the surgeons, aided by certain artists in the creation of artificial noses, ears, toupées, and what not, arouse gasps of astonishment and almost of unbelief. However great the scepticism of the reader may be, the facts are nevertheless as depicted by Mr. Gillies.

A few regularly licensed medical men in some of our large cities have built up tremendous practices in such reconstructive surgery. Merely as an estimate, I should guess that there are today perhaps five reputable surgeons in the United States who limit themselves entirely to this work. In addition each of our large cities

maintains from one to ten practitioners, all regularly licensed but beyond the best repute and wavering on the shadowy borderland of quackery, who likewise limit their practices to facial and body reconstruction. Finally, a considerable number of so-called general surgeons, of surgeons limiting their practice to the ear, nose and throat, and of physicians specializing in diseases of the skin undertake such procedures on occasion.

It is not within the purview of this article to define the marks of the charlatan in plastic surgery. Gradually those marks are becoming apparent even to credulous *Homo americanus*. Some of the "specialists" advertise openly in the newspapers, giving a list of the operations which they wish to undertake. An example follows:

AMERICA'S LEADING
FACE SPECIALIST
AN ETHICAL SURGEON
REGISTERED AND LICENSED
OVER 22 YEARS IN
CHICAGO, ILL.

Many people do not realize that their facial appearance has so much to do with their success in business and society. It is true, your personality has much to do with your popularity, but even with a charming personality the entire effect is spoiled if you are embarrassed by a deformed nose of any kind. Sagging Cheeks—Nose to Mouth Lines, Ruffly-Wrinkly Skin over and under the Eyes—Scars—Outstanding Ears—too large or too small a mouth, a loose, flabby neck or any other deformity or blemish. For 22 years Dr. ——— has been a Licensed Surgeon in Chicago, Ill. His knowledge gained from many years of study and his vast experience places him in a position to give you the soundest and most valuable advice just what can be done in your particular case.

The corrections are done without loss of time from business or social affairs. No bandages are used and all the work is painless. Phone for appointment. Privacy is assured you at all times; separate entrance and exit.

The appeal to secrecy is one of the mainstays of the trade. The successful results are broadcast by the patient himself and by the charlatan through the press and through his advertising literature, but the patient who has had an unsuccessful result is likely, if he lives, to hide his chagrin in silence. Occasionally, when the results

are especially serious, they come to light through the medium of the courts. From several hundreds of instances that are available I select a few:

Los Angeles, Cal.—Suit for \$500,000 damages has been filed here against Drs. ——— and ———, plastic surgeons, by Mrs. ———. In her complaint, Mrs. ——— states the defendants attempted to remove superfluous flesh from her ankles, but that it finally became necessary to amputate both legs.

Chicago.—Dr. ———, plastic surgeon, . . . today is defendant in a damage suit for \$7,000. . . . In her bill Mrs. ——— states that as a result of facial treatments a year ago her face was badly scarred and her eyes so badly crossed she was obliged to have them straightened by another surgeon "at great cost and suffering to herself."

Chicago.—Dr. ——— is the defendant in a suit for \$50,000, filed in the Superior Court yesterday. . . . The bill charges that on July 17, Dr. ——— performed an operation to straighten ———'s eyes. As a result of carelessness and insanitary conditions under which the operation was performed, according to the bill, ———'s eyes became infected and it was later necessary for another surgeon to remove one of them.

One plastic surgeon who is reputed to be most successful—only, however, from the point of view of the size of his income—has for several years employed a publicity representative who is charged with the duties of securing patients of note, particularly in the theatrical profession, with the wide dissemination of news of successful results, with the suppression of newspaper statements about unsuccessful results, and with the promotion of publicity concerning unsuccessful surgery and by damage suits against competitors.

In many instances the records of these plastic surgeons are befogged by doubts as to whether or not they have ever had medical or surgical training sufficient to qualify them for undertaking the most simple of operations. Indeed, it is not clear in some cases that they have even graduated from reputable medical schools or obtained their licensure by proper examination. The aspirant for facial reconstruction will do well to inquire carefully into these matters before submitting himself to the scalpel.

The competent performer of plastic sur-

gery gets his results by the transplantation of flaps of tissue from one portion of the body to another. The manipulation is delicate, usually demanding the retention of the original blood-supply of the part until a new blood-supply develops at the spot to which the transfer is made. Obviously here is a procedure to be carried out only in a good hospital and under the most aseptic conditions. The growth of such tissue may require weeks or months. Sometimes a portion of cartilage is transferred also, say to build up the sunken bridge of a nose that gives the face a dished appearance. The procedure of the charlatan is to fill a syringe with melted paraffin and to inject this beneath the skin to fill out the cavity. The paraffin hardens and the patient is satisfied. But experience has shown that paraffin has the peculiar quality of stimulating the growth of the tissue-cells, and numerous cases are now on record of the development of disfiguring tumors and even of cancers after its injection.

On a hot day in July in 1924 there came into my editorial sanctum a young woman accompanied by a somewhat elderly man. "Look at that nose," she said, and with the words demonstrated how the organ referred to might be turned right, left, upward or downward according to the direction in which her fingers impelled it. "Dr.— did that," she said. "He promised me that he wouldn't use paraffin, and then when he got me in the chair he injected it. We've already paid him three hundred dollars for taking the bags out from under Joe's eyes, but this is terrible." And Joe, whose eyes still bagged a little, interjected: "I held the umbrella over her all the way over here so the nose would stay up until we got here." The lady had small chance of redress, for a complaisant State finds it difficult to interfere with the practitioners that it has once licensed, and the charlatans, anticipating difficulties, are protected by insurance companies which agree to fight their damage suits.

Cosmetic operations are most commonly sought by elderly women in love with

young men, by ageing actresses eager to continue profitably as ingénues, by women whose husbands have lost interest in them, by pugilists who have fought to financial success at the cost of facial continuity, and finally by foolish little salesgirls, stenographers, clerks, aspirants to the movies, sheiks, and what not. The most popular operation, perhaps, is that for the reconstruction of the nose, the most unsatisfactory organ ever devised by an all-wise Creator. The perfect heroine for novelists stands waiting: she is the impossible young woman who is perfectly satisfied with the nose that she was born with. There come then the correction of outstanding ears, the reconstruction of cauliflower or tin ears, the removal of "bags" beneath the eyes, the so-called face-lifting for the elimination of wrinkles or of jowls that have sagged, the excision of double chins, and, finally, the removal of fat, principally from the thighs, the hips, the buttocks, the abdomen and the breasts.

When these operations are performed by competent surgeons under the best of conditions the results are frequently successful—provided, however, (a) that there is no secondary infection, (b) that the tissues of the patient have sufficient recuperative power, (c) that the skin of the patient does not tend to the overgrowth of the scar tissue called "keloid," (d) that the accumulation of fat is not due to some inherent disturbance of the bodily processes particularly involving the glands of internal secretion, and (e) that the surgeon is lucky. Unfortunately, there are records of hundreds of cases in which the surgeons were *not* lucky—indeed, so many that reputable surgeons hesitate to undertake such procedures unless the defects are flagrantly disfiguring or involve a serious disability. During and after the war the government provided the wherewithal for stays of many months in hospital for soldiers undergoing repeated reconstructive operations. In the great manufacturing industries patients are sometimes severely injured through inadvertent contact with

Frankensteinian machines, and it becomes necessary to rebuild features or to replace scalps that have been torn away. Great hospitals and funds are available for carrying on such surgical procedures. But only a few really competent surgeons find time or inclination for the type of plastic surgery performed wholly for æsthetic reasons. That is the field which has been invaded and which is largely controlled by charlatans.

IV

Somewhere toward the end of those vaudeville acts in which a young gentleman and a young lady indulge in acrimonious remarks relative to the merits of the sexes, the lady is likely to remark: "Well, in one way a woman is smarter than a man, anyhow." "What's that?" asks the feeder. "Well, you take a bald-headed man, he buys hair-tonic; but a woman buys hair."

The truth in the jest is apparent. The promotion, retention and replacement of the hirsutage which is a surviving vestige of *Pithecanthropus erectus* gives occupation to thousands of men and women. The changes of fashion in coiffures, the invention of electrical devices of Goldbergian intricacy for making curls and waves, the creams, lotions, oils and pastes for washing and giving luster to the hair, require the services of thousands of experts. The current styles of bobbing, shingling or otherwise trimming what used to be called woman's crowning glory have made the barber-shop a delicately scented boudoir without even a cuspidor. Finally, there are the diseases of the hair resulting from infection with parasites, bacteria or fungi, which give concern to the medical specialist in dermatology. With the desirability or not of the current styles I am not here concerned, for I am inquiring more particularly into matters of fraud and deceit.

Among all the fallacies attaching to the care of the hair none is so persistent as the belief in the virtues of the so-called singe, recommended to overcome splitting at the ends and to prevent the falling out of the

hair. The tonsorial artist avers that the burning of the tip will close the pores and keep the fluid in the hair. Actually, singeing merely substitutes a charred blunt end of fused horn for one tapering to a point or cut clean across. Actually, splitting of the ends is more easily controlled by greasing the hair lightly and supplying it with the fat that is lacking. Singeing the hair-ends in order to prevent the fluid from escaping is based on the misconception that the hair has a central cavity through which it is supplied with some sort of nourishing sap. The hair has no more sap than a buggy-whip; it is nourished only by the blood that reaches its root. Above the surface it is simply a spine of horn, which can be oiled from without.

The removal of superfluous hair is one of the most delicate tasks that can confront the dermatologic specialist. The fact is recognized by those State laws which, as has been mentioned, throw special safeguards around this procedure and define the specialty of "electrologist." Most dermatologists are agreed that the one certain method for permanent depilation is the use of the electric needle. The procedure is time-consuming, somewhat painful, and only from five to twelve hairs are removed in an ordinary treatment. There exist numerous chemical depilatories containing caustic substances, but they irritate the skin at the same time that they remove the hair, and since they do not destroy the hair roots they do not remove the hair permanently. There exists also the possibility of removing superfluous hair by the use of the x-ray. This method is followed by numerous so-called "Tricho Institutes," established throughout the country. But the x-ray is a two-edged sword, possessing great possibility for harm when wrongly employed, as well as possibility for good when used by those familiar with its dangers. Already specialists in diseases of the skin are reporting the occurrence of hardening of the upper layers of the skin, or overgrowth of the cells, known scientifically as precancerous keratosis, in persons

subjected to such treatments. In many of the colleges for the training of those who wish to devote themselves to the beauticians' art attempts are made to instruct in the uses of such apparatus, but the business itself is so new and the teachers themselves, in most instances, are so poorly informed concerning the actual anatomy, physiology and pathology of the skin that it may be said without fear of overstatement that the majority of persons now using these methods are not competent.

The removal of moles, warts and other excrescences upon the skin is another branch of "cosmetology" that presents dangerous possibilities. For years physicians have warned against interference, except by the most careful surgery, with moles of a deeply pigmented character. Numerous instances are reported in which cutting, burning, or otherwise tampering with such moles has resulted in the appearance of cancerous tumors and their rapid dissemination throughout the body, resulting in death. The ability to distinguish between such defects as are benign and such as are dangerous comes only with extensive study. Obviously, that knowledge is not to be acquired either by a year's apprenticeship in a beauty shop or by six months in a beauty "college."

V

Since the profits of the beauty shop are dependent mainly upon the sale of lotions, creams, shampoos, ointments, depilatories, beauty clays, face packs and similar preparations, the number of these increases daily. Preparations similar to most of the beauty clays, costing at retail from \$2 to \$10 a pound, may be made by mixing a pound of kaolin, or dried beauty clay, with the same weight of water. Such a preparation costs 20 cents. Nevertheless, pages in most of the periodicals addressed primarily to women contain full page announcements of Terra-derma-lax, Boncilla, Domino Complexion Clay, Mineralava, and Forty-Minute Beauty Clay.

Despite the advertisements, it is quite impossible to feed the skin by rubbing in fats or creams of any kind. Nor is cleanliness aided by plastering the surface of the skin with one type of cream after another and then being compelled to wash away the entire mess. There is no such thing as a skin-food. The skin can be soothed, inflamed, or made temporarily more pliable by external applications, but it cannot be fed. Dozens of preparations for the control of pimples and blackheads are employed by adolescents, both male and female, but genuine specialists in diseases of the skin are likely to recommend simple washing, with the applications of antiseptic solutions that may be purchased for a few cents.

Mixtures to be used in the bath for the reduction of weight commonly consist of baking soda or Epsom salts slightly perfumed, and are sold for twenty to fifty times their original cost. There is, in fact, hardly a single possibility in this field that has not been astutely exhausted by the manufacturers of cosmetic nostrums.

Physicians who conduct newspaper columns devoted to answering questions from readers find that at least half of their correspondence is concerned with the problem of entrancing the opposite sex by displays of healthy beauty. Warn them as one will of the folly of dependence on the cosmetic nostrum, of its inertness and sophistication, hope springs eternal and the sales go on. There is no limit to the field that the cosmetician approaches. The very acme is reached in the following quotation:

The warm, pink glow of a perfectly rounded elbow is a joy unconfined to the exacting woman whose social obligations are insistent and many. Harriet I. Nash has made a Perfect Elbow possible to all by her elbow beautifier. The wrinkles and dulness common to many elbows are no longer embarrassments to be endured.

As for the results, one need not have an eye that is unusually discriminating to see that the building up of this vast trade has not resulted, on the whole, in lending a more comely appearance to the current American scene.

AMERICANA

ALABAMA

EXULTANT words of a literary reader of the eminent *Birmingham News*:

We have right here in Alabama writers just as gifted, just as well educated and every bit and grain as capable as O. O. McIntyre, Dr. Frank Crane, etc. We have women right here in Alabama just as smart, just as charming and entertaining as Helen Rowland, Nina Wilcox Putnam, yes, and Marie, Queen of Roumania!

HEATING up Alabama Men of Vision, as described by the celebrated *Tuscaloosa News and Times Gazette*:

The Kiwanians yesterday, as they assembled for their regular weekly luncheon, were greeted by a big Boston bull dog located at the head of the table and on the table. It was announced by Secretary Jim Anderson that the purpose of the canine was to inspire all Kiwanians to pay up all past dues.

ARKANSAS

DISQUIETING society item in the eminent *Bald Knob Eagle*:

A jolly bunch of our young people went on a kodaking expedition Sunday that resulted in many exposures and a very enjoyable time.

CALIFORNIA

GOOD works of the Christian people of Azusa:

Azusa, gateway to San Gabriel Canyon, and the site where a great flood control dam is to be built by Los Angeles county, should shun such questionable advertising slogans as "Azusa the dam city," the Rev. Oliver Saylor told his congregation. He was referring to a sign hanging in the heart of Azusa's business district. The congregation agreed with him, and in a rising vote condemned the sign.

WANT AD in the *Los Angeles Times*:

WANTED—Man to build motor for new airplane that will raise straight up from ground. Must be able to finance self and must be true believer in God. Call Gus RASCHKE, 480 Crane blvd., L. A.

FROM the *Palo Alto Times*:

SUMMER TERM APPOINTMENTS REPRESENT THREE FOREIGN COUNTRIES

Germany, Austria and Harvard are represented in the appointment of three members of the [Stanford] Summer faculty.

THE HON. ARTHUR BRISBANE, in the *San Francisco Examiner*:

<Aristotle was the Judge Gary of his day.>

COLORADO

MATURE conclusion of Luxford, J., of Denver, as reported in the *Colorado Springs Evening Telegraph*:

The Eighteenth Amendment is an unqualified success.

CULTURAL note from the eminent *Denver Post*:

Colorado's American Legion, through Commander John B. Barnard and John C. Vivian, past commander, has lodged vigorous protest against the proposal of the Manassa school board to dedicate a new high-school building at Manassa to Jack Dempsey.

DELAWARE

THE HON. HARRY DODGE, before the Wilmington Rotary Club:

There was one 100% Rotarian. He lived 2000 years ago. He was Jesus of Nazareth.

DISTRICT OF COLUMBIA

CONTRIBUTION to the study of the *Kriegsschuldfrage* by the Rev. Z. B. Phillips, rector of the Church of the Epiphany, Washington, as reported in the *Post*:

Veiled communism and not militarism and economic ambitions caused the World War.

PROGRESS of the Higher Learning in the nation's capital, as revealed by a notice in *Printer's Ink*:

The National School of Bricklaying, Inc., Washington, D. C., has placed its advertising account with the Tauber Advertising Agency, of that city. Plans are being prepared for a magazine advertising campaign on the school's correspondence course in bricklaying.