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Milady's
Beauty Secrets

By Helena Rubinstein

Helena Rubinstein

Her gesture, motion and her smiles,
Her wit, her voice my heart beguiles,
And yet I love her till I die.

—Anonymous

The greatest determining factor of a beautiful mouth is your smile. A very wise and very kind man once said that "When the first baby smiled for the first time, it broke into a million pieces—and that was the beginning of fairies."

I can think of nothing more charming and nothing more logical, for the sweetness, the gentleness, the sheer beauty of a smile cannot help but be the basis of all lovely things.

To be very scientific about it, let me tell you that Science claims—with solid proofs to substantiate the statement—that even the expression of your eyes is determined by your mouth.

The eyes themselves, they say, are no more than reflectors—the "expression," as we call it, being caused by the muscles of eyelids and eye area which in turn depend upon the mouth muscles for their cue. In fact, so important are these unheeded muscles of your mouth that they set in motion muscles as far removed as the skull, above, and the collar bone below!

We, judging only from exteriors, know that the mouth is the key to all facial expressions. We know that

the good looking woman guards her mouth against the ageing droop which disfigures not her mouth alone, but her whole face as well. We know from countless authorities and from wide observation that there is no face lifter so potent as a smile—and STILL we don't smile—not half enough!

A smile tones tired muscles. It catches them when they are drooping downward, and turns them about again, neutralizing bad effects, encouraging and cultivating good ones. It stimulates those same muscles forces them into action, and through this alone preserves the beauty and youth of healthy, animated tissues.

Of course, if your muscles have lost their vitality, if the tissues are undernourished, wrinkled, permanently drooping, you need scientific corrective treatment. You need massage movements to lightly coax the muscles upward again, and you need rich, nourishing, anti-wrinkle cream to be patted in gently, night and morning, and left on over night if the condition is advanced. And more than ever, for your beauty's sake, you need to smile!

—Helena Rubinstein

GRADE CROSSING IS
CONGRESS PROBLEM

Efforts Made to Devise Method
to Provide Ultimate Sep-
aration of Traffic

Congress at last is giving serious consideration to the plea of thousands of motorists throughout the country for prevention of grade crossing accidents which take a toll of 2,000 lives annually, and which during the last two weeks of January resulted in the death of 126 persons, culminating with the accident in Ohio, resulting in 19 deaths on January 23, on which day 34 persons were killed at grade crossings by trains and electric trolleys.

An automatic control device designed to prevent collisions between automobiles and trains was demonstrated to the House committee on Interstate and Foreign Commerce recently by a Colorado inventor, and the Automobile club of Illinois, as well as its national motoring body, the American Motorists' association, long advocates of grade crossing elimination, are studying the practicability of the invention. The device involves magnetic apparatus which would shut off the ignition of an automobile in the proximity of a grade crossing when a train is approaching.

Question of Importance

Prevention of grade crossing accidents is a question of utmost importance to the motoring public and railroad companies alike, the association contends. During 1927 there were 1,

974 grade crossing fatalities as a result of accidents involving automobiles, according to official records of the Interstate Commerce Commission. While figures for last year are not yet complete, there is every indication that the number of fatalities will approach the record of 2,062 deaths in 1926. For the first nine months of last year, grade crossing accidents involving automobiles caused 1,442 deaths.

"From 1920 to 1927, inclusive, grade crossing fatalities numbered 13,161," said St. Mayer, president of the Automobile club of Illinois and vice-president of the A. M. A., "and no one can question the advisability of abolishing dangerous grade crossings. While it is doubtful if Congress will enact safety legislation during the present short session, it is gratifying to know that the national legislature is giving thought to this important question. The association has always favored grade crossing elimination and will continue to do so, but any practical device which will minimize accidents to motorists is entitled to consideration."

Improving Grade of
Northwestern Railway

The Chicago & Northwestern Railroad is improving and beautifying the embankment along North Green Bay road, between Vine avenue and Moraine road. The grading work is completed and an ornamental iron fence is being erected adding much to the neatness of the railroad property.



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