

Beauty and You

by PATRICIA LINDSAY

A Beauty feature for women everywhere... Illustrated by beauties of the screen, society women, models who make their living by keeping lovely to look at, young girls who win beauty titles, and sketches to illustrate exercises and "Do's and Don'ts" in Beauty grooming



All problems of milady today are considered... Be she on the farm, in the city, in the office, in the home... Beauty care for the very young, tips and simple home-made formulas, diets and external treatments... all authentically approved by qualified medical authorities

About Patricia Lindsay:

Patricia Lindsay (under several pen names) has written much about women... a widely syndicated beauty column, magazine and newspaper articles about woman's fashions, her activities, her problems, her accomplishments... Miss Lindsay was educated in the United States and England and since childhood has traveled extensively, living for long periods in such metropolitan centers as London, Paris, Vienna, Berlin, Munich, and Rome... She majored in psychology and while living in Vienna she continued her research under the most famous teachers, and also took the opportunity to study dermatology under two famous Vienna physicians... Born into a family which boasts of several outstanding physicians, she has been convinced of and knows the importance of having medical authority approve any external treatment or diet... Any material of this nature that is published will be thoroughly approved by medical men and women... Miss Lindsay will stress good health as well as beauty in her column
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Miss Lindsay Says:

"For some years it has been apparent to me, through fan mail that has reached my desk in great quantities, that a woman's beauty problems begin with general health. Skin blemishes, finger nail biting, shrill voices, hysteria, blurred eyes, drab hair, overweight and underweight are not merely beauty problems, they are general health problems... The woman and girl of today needs much encouragement and a beauty column should actually be an all-round feature advising and encouraging them to make the most of their faces and keep their bodies beautiful. Health, enthusiasm and will-power are as essential to charm as is good grooming... The woman over forty-five has been sadly neglected in print and so has the young girl who has just begun to spread her wings. Their problems are more vital than the problems of which cosmetics to purchase... Women of all ages may turn for guidance to my column
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