

Young Girls Pay Most Dearly in Record Cosmetic Craze

Physicians, Educators, Clergymen and Even Beauty Experts See Real Danger in Lavish Use of Paint and Powder by Mere Children--Miss Fifteen's Makeup Fools Nobody but Often Ruins True Attractions Besides Contributing Enormously to Luxury Tax

By MARTHA COMAN.
New York Saturday.

IN these days of startling feminine fashions no one wonders who is contributing largely to the \$750,000,000 which the luxury tax returns show was spent last year for paint, powder and other complexion aids, according to recent official reports from Washington. Miss Fifteen seems to have most of it on.

Almost any gathering of schoolgirls, or girls of school age, will prove to mere youngsters are appearing with their faces smeared with this taxable makeup, and they believe that they have greatly enhanced their charms by its application. They are girls who should have glowing cheeks and carmine lips tinted by nature herself, instead of by their own childish hands out of a complexion kit such as formerly was found only in the actress's dressing room, then crept into the compartments of the society woman's dressing table, and has now almost reached the kindergarten. At least it has found a harbor among the young girl's belongings.

Her powder box and puff, her lipstick and pot of rouge are dearer to the heart of the young girl of today than her Euclid and her French grammar. She whips her gold or silver makeup container out in public and boldly proceeds to touch up worn places in her facial veneer.

Another and big sister are not cleverer in the art of beautifying themselves than this artificially than the schoolgirl of the household. She has learned a lot somewhere. And it isn't always the older members of the family who have set her the example or incited in her the desire to paint the lily with several coats.

Reaping a Record Harvest From Sale of Complexion Aids

Beauty parlors, drug stores and department stores carrying these complexion materials are reaping a harvest. Never in the history of modern woman has there been such a tremendous demand for powder, rouge, lipstick and other complexion accessories as to-day. The tax placed upon these articles has apparently but added to their importance. If figures were available there is no doubt the taxes reported for the year ending in October, 1920 would show a big increase over the previous October's sales. But as these taxes went into effect May 1, 1919, there is no way of getting at comparative figures.

A shiny nose seemed a legitimate excuse in bygone days for a nation or a young woman who was out in society to possess herself of a powder box. She hid this in the top drawer of her dressing table and only her closest friends ever saw her dust the white film over the offending, shining feature. Then she added a bit of rouge, because the brilliant lights of the ballroom, the theatre or opera made her look unattractively pale. Soon she grew a little bolder, especially after she saw those exquisite gold and jeweled vanity cases which the French women carried. And she proceeded to touch up her face for daytime occasions.

Powder and puff cloud the vision. The soft pad or puff that spreads the coating of white over the skin seems to dim the vision. From the modest and measure procedure of getting rid of the shine it is but a step to the actual making up. The superlative degree of this fashion, the effect that made a girl look as if she had dipped her face in the flour barrel, has moderated. But if the quantity used at a single application is reduced the number of persons applying the makeup has considerably increased.

Deep Psychological Cause Underlies Extravagant Makeup

On the surface, speaking literally, this makeup menace may appear to be a fad, a whim of the season, a temporary loss of the feminine sense of perspective, a mad effort to outdo some one else. It is more than any of these. Underlying the 1920 fashion which has been on the crescendo for more than a year, is a deep psychological cause. The extravagant use of cosmetics, especially by the young, is not merely a frivolous and of the times, it owes its existence to the war. The situation, in the minds of thinkers, is a serious one, and it is due to the most terrible conditions the world has ever faced.

representatives of the profession of medicine, the church, by one who has made the beauty of her sex a lifelong study, by a college professor and by others who are so impressed with the deplorable artificial and unwholesome appearance of young girls, especially, that they have voiced their observations to THE NEW YORK HERALD, believing the time has come to call a halt in the wholesale use of cosmetics by the young and to appeal to parents, teachers and guardians to show girls how they are harming themselves.

Ethically, physically and from the standpoint of outbursts the lavish use of cosmetics is wrong. This is the consensus. The pastor preaches against it, seeing in paint and powder the emblem of women of a class which the young girl should not imitate. The college professor deplores whatever artificially reproduces the appearance of health, the physician, who, with her war experience, looks deep into the problem, wants to take these girls, scrub their faces clean with soap and water and send them home looking like the youthful persons they should be.

Physician Blames Paint Fad to Reaction From War Strain

Dr. Rosalie Slaughter Morton, founder and chairman of the International Serbian Committee, who has given four years of gratuitous war service in Europe and America, and who created the War Service Committee of the Medical Woman's National Association, and under the Council of National Defense organized for this Government, looks at the present appearance of young American girls almost with the eyes of a foreigner. She has been in the war stricken countries so long, especially in France and Serbia, that she is impressed by



Dr. Rosalie Slaughter Morton, founder and chairman of the International Serbian Committee, who has given four years of gratuitous war service in Europe and America, and who created the War Service Committee of the Medical Woman's National Association, and under the Council of National Defense organized for this Government, looks at the present appearance of young American girls almost with the eyes of a foreigner. She has been in the war stricken countries so long, especially in France and Serbia, that she is impressed by

At the right is Dr. Rosalie Slaughter Morton, a physician who deplores the extreme use of cosmetics, especially by young girls. Large photograph shows the ultra-modern girl in contrast with the girl of a generation or so ago. Below is the Rev. Dr. John Roach Straton, who constantly preaches against immodesty in women's dress and the effects of it on the morals of the young.



PHOTO BY INTERNATIONAL FILM SERVICE

"I don't think the average girl realizes how foolish extreme fashions and fads are. And that they are but the dictates of manufacturers. Before the war and during the war women dressed conservatively. Now the bright color is refreshing. However, the extreme styles and the increased use of paint and powder are deplorable.

"Many girls express regret themselves at the clothing they wear, but they say they want to be in style. I don't believe there is any present but has an anxious heart over this passing phase we are going through. "Extravagance in everything is a part of the aftermath of war. During the war many women grew pale. They touched up their faces with a little rouge, and they got the paint look more pronounced. It became a fad, and high colored clothing emphasizes this. "I am shocked by the prevalence of jungle dances. As a physician I realize that the lowered moral tone they denote is a public danger and by all good citizens should be discontinued. "I see my own country and its people through the eyes of fifty Serbian boys and girls whom I have brought here to go to college. They are now studying in colleges from Vermont to Texas and from Maine to California. These Serbians look upon America as an ideal country. They want to help them keep this feeling. They have come here believing that America is the strongest country in the world, mentally,



PHOTO BY HARRIS FLEMING

skin. I say this frankly because it is important to have the appeal on a different basis. The social and moral standard of good taste is the base on which I want to touch them. "My reason for objecting to the use of cosmetics is from the standpoint of good health. Here is the objection. In so far as these girls want to make themselves attractive to themselves or to men by simulating health and beauty through artificial means they are practicing a form of deceit. They are trying to imitate good health without having good health. "On the other hand, this form of deceit is less objectionable to the observer than the fashion which led girls to whiten their faces to an absurd pallor indicative of a condition of anemia and impoverished blood. So long as they use rouge to make the lips look pink and the cheeks bright, trying to imitate good health without necessarily having good health, they show an improvement in the artificial standard.

Unfortunate on the Side of Good Taste and Morals

"On the side of good taste and moral standard it seems unfortunate that girls should adopt artificial standards so as to make it difficult to discriminate between a girl of refined taste and the woman of the street."

"It really is a matter, then, of sincerity or honesty or a matter of how far they want to use camouflage to confuse the impression of their personality. In a mild way they are using the tricks of fashion, but without realizing it they are resorting to artificial aids, insincerity and trickery to make themselves appear other than what they are. And one of the serious phases of this fashion is when the girl of essential refinement descends to paint and powder. "There never was a time when it was more important that girls of this type should themselves exert all their influence to check the tendency to use cosmetics. If they do not help to do this they are missing one of the greatest opportunities to make themselves helpful to their sex. "Beauty specialists are so closely linked with creams and powders and rouge that it is remarkable to find one who counsels throwing these complexion aids away and substituting the use of soap and water. But Mme. Leclaire, who has devoted most of her life to the study of the complexion, is one of the strongest opponents of these artificial beautifiers. "It is shocking to see young girls seated in restaurants, smoking cigarettes and with their faces painted and powdered," said she.

"The smoke is harmful to the skin; it eats into it and dries it up. If these girls will leave their complexions alone, when they get older they will not need to descend to artificial ways of brightening their faces. "It is pitiful to see some of these schoolgirls--I have girls of 15 come to me--rather their mothers have brought them--to see if I could improve their skin. One girl, not over 15, was brought to me by her mother. The parent could not find out what her daughter was using for her complexion. Although hardly more than a child this girl's face was almost ruined. The skin was sallow; it sagged and looked like an old woman's face. The daughter finally admitted to me that one of her school friends had told her to use ice on her face. And secretly she had been applying ice every day. It dried up the skin."

Soap and Water Far Better Than Creams and Powders

"Schoolgirls tell each other about creams and powders and other cosmetics they read or hear mentioned, and without knowing anything of the properties of these materials the girls buy them and use them. They risk any kind of cream, powder and paint, with the result that often their skins are ruined. "Soap and water are far better than cosmetics. Creams clog the pores and produce unsightly blackheads. Even powder is dangerous to use. I warn women against the use of such aids. When I see these poor ignorant girls making up in such an extravagant fashion I feel like scolding them and sending them home to give their faces a good scrubbing with soap and water. "There is nothing better for the skin than the simple treatment. The skin needs cleansing, not clogging. A baby's delicate skin is cleansed with soap and water. Soap cannot harm the finest skin texture. Yet these schoolgirls smear their faces with creams instead of washing them and never give the pores a chance to breathe. It is like stopping the nose and mouth, thus cutting off the supply of air. You cannot live if you do that. Neither can the skin live if it does not get a chance to breathe. If you do not give a flower water it dries up. If you do not give the skin water and air it shrivels."

"Tell these girls to wash their faces well at night, using a pure soap with water. When they get up in the morning they will feel fresh, for the whole body has been able to breathe properly. "Then tell them to use soap and water again in the morning and see how quickly they will begin to look rosy and radiant, how their complexion will improve and reflect the healthy condition it was never able to acquire because of the coating of cosmetics. And ask them what they will look like when they are middle aged women if they continue to use unwholesome and harmful materials."

Mme. Leclaire feels so strongly about this that she has frequently taken groups of schoolgirls and voluntarily advised them in this same way because she wants to help them. What they have told her about the pots and boxes of beauty aids they have tried has been pathetic, according to her. "You don't see the fashionable women of Paris painted as you see some of them here," continued this expert. "And you never hear of a young girl using creams and powders. Here the fad has reached a shameful and notable stage."

Ethical Side of the Subject As Viewed by a Clergyman

The ethical side of the question was discussed by the Rev. Dr. John Roach Straton, pastor of the Calvary Baptist Church. Dr. Straton has just returned from a trip to Montreal, where he inveighed against "devilish and immodest dances," and he was in the right mood to voice a protest against the paint and powder fad. "The use of cosmetics is part of the whole tendency of the modern age," he said. "It is ethically wrong because it is practicing deception. It doesn't fool me one at all. Men classify women according to the quantity of paint they use. The heavier the paint the less esteem the women command. "I do not believe any right minded man has any regard for a woman who has to wear her complexion in a bureau drawer. The fashion is harmful because it tends to destroy the natural complexion and impair the health of the skin. "The way for women to have a good complexion is to keep themselves healthy, to do a reasonable amount of the world's work and to cultivate that modesty for which the American women of former generations were famous the world over. Above all, the respectable woman of to-day ought to be very slow to paint their faces, because the habit in the past was being largely confined to women of the underworld. "Paint and powder are a part of the whole emphasis on sex appeal to-day. They think it attracts men. They think it goes to an absurd extreme. I understand in some of the so-called fashionable restaurants and hotels cigarettes for women are now sold with red lips, so the dear ladies as they now smoke will not be embarrassed by the red paint on their lips coming off on the white end of the cigarette. "What a pitiable lowering of the whole standards of womanhood the whole thing is!"

New Guide for Sailors

THANKS to the efforts of a woman who has their welfare at heart, no American sailor just off a freighter or passenger liner for shore leave at Alexandria, Egypt; Singapore in the Far East; the free port of Danzig in the Polish corridor, or, indeed, any of the 500 ports that are visited by American ships, need go astray in seeking folks who speak his language and can minister to his needs. To find the consul, the dental tax laundress, the boarding house keeper or places of interest and wholesome amusement Jack has but to consult "The Seaman's Handbook for Shore Leave," through which Mrs. Alice S. Howard of Boston and Cleveland, author of the little volume, guides the American sailor in foreign ports.

Publication of the pocket directory of world ports was one of the first activities of the social service bureau for the merchant marine which Mrs. Howard established in war time while assisting her husband, Henry Howard, who organized the recruiting service of the United States Shipping Board which manned the Government built merchant ships. Mrs. Howard continued her bureau after the armistice, with headquarters at Boston, and is now issuing a new and enlarged edition. Of vest pocket size, the book contains 164 pages giving information of more than 200 ports, containing also a table of foreign monetary units and the normal value of each in United States currency.

Harvard Devises New Music Plan for Public Schools

Professors Urge More Singing of Good Old Melodies and Less Attention to Teaching of the Technical Side

WHEN the new School of Education at Harvard University gets under way next year it will undoubtedly lay the foundation for a revolutionary change in the method of teaching music in the public schools throughout the country. For some time Harvard professors have been convinced that the present system of teaching music to the children rests upon a fundamental fallacy. They have devised a new system, based on the simple singing of the folksong, which they say has met with remarkable success in the several cities in which it has been tried. It is certain that this new system will find expression in the instruction in teaching music which prospective teachers from all parts of the country will receive next year at the new School of Education.

Chief Fault of Present System Is Place Given to Technique One of the men most interested in the new method is Dr. Archibald T. Davison, a member of the Harvard faculty, organist in Appleton Chapel and chorister of the university choir. In his experience in the above capacities, as well as in that of director of the Harvard Glee Club and of community singing during the war, Dr. Davison became convinced that there is need of a sweeping change in the method of music instruction in the public schools. With this conviction he made a study of singing in the public schools in Boston with the result that the new method was adopted there. Other cities have taken it up and a further impetus is to be given to it next fall.

According to Dr. Davison, the chief fault of the present system is the fact that too much attention is paid to the technical side of music and not enough to the musical.

