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p. 32

People Who Want to Look Young and Beautiful

Madame Rubinstein, famous beauty specialist, says that a happily married woman seldom worries about her looks, because she says her husband "loves her just as she is"—What the motives are that make people go to a "beauty parlor"

IF YOU can show me a woman who doesn't want to look young and beautiful—well, I'm afraid she isn't in her right mind. Women all want it—and we admit that they do! That's where men and women are different. Men hate to grow old—but they don't like to say so. And while most of them don't worry if they aren't handsome, I assure you that they are not so indifferent on this subject as they pretend to be. Some of them are even inordinately vain."

The speaker was Madame Helena Rubinstein; and as she has been a beauty specialist for twenty-six years, with an experience that covers London, Paris, and New York, as well as Australia, New Zealand, and India, she certainly ought to know what she is talking about.

Do you recall reading last winter about the experiments that were being made by certain physicians in Europe? According to the cable despatches, several antiquated gentlemen were restored to the friskiness of youth by transplanted monkey glands, or by inoculations of a serum made from these glands.

Madame Rubinstein had been over there, working with Doctor Kapp, of Berlin and Vienna, one of the physicians engaged in these experiments. And on her return to America she was besieged by reporters, who eagerly demanded if at last old Father Time had really been robbed of his terrors

"I had brought with me some of the serum," she said to me; "only a small quantity, but all I could get. And as I had so little of it I really didn't want to talk about it. But I did tell what I personally had seen of the effects it produced. When this was printed in the newspapers, I received *sixty thousand* letters, from people all over the country who wanted to be restored to



By
Allison
Gray

Young and Beautiful

"The exact opposite is the dry, harsh skin which is deficient in natural oil. When I see a woman with one of these dry skins I am prepared to have her tell me, with evident pride, that she washes her face with soap several times a day. Apparently all soaps look alike to her. But if your skin is inclined to be dry the worst thing you can do is to use an alkaline soap. The skin is already half starved; and that kind of soap is a thief stealing what little food your system provides.

"There are people who should not wash their faces with soap and water; or, at most, only very rarely. They should cleanse the skin with a facial cream of the *right kind*. Yet, perhaps, if you suggest this to a woman, she makes a grimace of disgust. She seems to think she can't be clean without frequent and liberal use of soap. But if you doubt the ability of cream to remove dirt, apply it to your face and then wipe it off with a towel. That towel will settle the question for you.

"The two things which most commonly send middle-aged women to the beauty doctor are wrinkles and sagging facial muscles. Somebody once asked Ninon de Lenclos—the famous French beauty—what she would have done if the Almighty had asked her advice when He created human beings. She replied:

"I would have suggested that the wrinkles of age be put where the pagan gods put the weak spot of Achilles—on the heel, or the soles of the feet!"

"This certainly would have been a great comfort to countless of people who are too indolent to keep their faces free of wrinkles. For it must be admitted that eternal vigilance is the price many persons have to pay for escaping these telltale signs of age. They can be escaped, however. First, by not encouraging them—as most people do—through squinting the eyes, corrugating the brows, and other habits which are almost universal, but quite unnecessary.

"Even when the wrinkles and the crow's-feet have appeared, they can be got rid of, or made almost invisible, by persistent treatment. But most people are too lazy to keep it up.

A**FTER** all, I believe that the commonest sign of middle age, and the most destructive of beauty, is the lost youthful contour of the face. The line going from the point of the chin up to the ear is almost an infallible index to a woman's age. In youth it is a lovely curve. Then it gets a little heavier; it droops more and more, as the cheek muscles sag; and finally it develops pronounced pockets at either side of the chin.

"Some women remedy this by having a small section of the skin removed under the hair above the ears, and the edges then sewed together. This lifts the sagging cheeks and restores the contour. But it would not be necessary if a woman

Young and Beautiful

would keep the facial muscles firm and healthy.

"I think that American women are much more ready to resort to an operation in cases of this kind than women abroad; certainly they are more willing than French women are. The French dread operations or any painful treatment. They are chiefly fond of putting various beautifiers in their bath. But Americans are more inclined to resort to severe measures; 'to get it over,' as they say. The wise course is between these extremes.

"Probably one reason why French women use the beautifying baths is that they give a great deal of thought to the body itself; sometimes even more than they give to the face. The explanation is to be found in the social ideas and standards of the two countries. Did you happen to read what Paul Poiret was quoted as saying recently? He was speaking of the big shell-rimmed glasses worn by so many American women, and condemned them as disfiguring. When someone defended them as beneficial to the eyes, he said 'A French woman would rather go blind than lose her power to attract love!'

"When you come right down to the facts, I suppose the reason why the great majority of women everywhere want to be beautiful is the desire to please the eyes of some one man, or the eyes of men in general. That is perfectly natural, just as natural as that any other creatures try to attract their possible mates. But it is more pronounced in France than in America, where women have so many other interests.

"I don't mean that women in this country do not want to have beautiful bodies as well as attractive faces, but they are more inclined to pay attention to what all the world sees. For instance, since the wearing of short skirts has been so general I have had very many clients who come to have their ankles treated.

PERHAPS you do not know that some women have an operation to get rid of—I can only say, a fat stomach! Yes, indeed; there is an operation for removing some of the excess fat. It necessitates lying on one's back for three weeks; but some women are perfectly willing to go through the ordeal to get back their slender figure.

"There are similar operations for overcoming a disfiguring redundancy of other parts of the body; and there are always candidates for these operations. I think it would be much better to do the work *one's self*. But that would mean months of self-denial and effort.

"However, I think this particular operation for removing superfluous fat is more common abroad than it is in this country. Perhaps that is because it originated over there and hasn't become generally known here. There is another operation, too, which is more popular abroad than in America. That is the operation for creating dimples.

Young and Beautiful

“One thing is very interesting here in America: the *variety* of the *kinds* of skin is greater here than anywhere else. Different nationalities have different skins. The English have a very thin skin. That is one reason for their high color. The skin is so thin that the blood vessels can be seen through it. The French have a stronger skin; the Italians a still stronger one. In America we get all nationalities.

“People of the old American stock, which was originally chiefly English, have a stronger skin than the English themselves but not so strong as the people from southern Europe. Young American girls have perhaps the loveliest complexions in the world. But the climate is very trying, because it is quite dry, especially inland, and most of the country is inland.

“The Southwest and many sections of the West are particularly trying. One of my representatives went to a certain town in Texas recently, taking with her two thousand dollars’ worth of various preparations. She sold the entire stock the first day! The climate of that part of the country is very hard on the skin, because of the dry winds.

“Perhaps the most extraordinary cases I have had, and they are not uncommon, are the people who have some curious obsession in regard to their appearance. For example, a very well-known Englishman—a member of the nobility, and a man prominent in public affairs—once came to consult me about his grown son. The young man was very intelligent and was fitted to achieve a high position; but he had become morbidly sensitive over what he considered a disfiguring defect in one of his features.

“The absurd thing about it was that the defect over which he was brooding was barely noticeable. It was simply that one nostril was a trifle higher than the other! But he had become obsessed over it. We were able to modify it; whereupon he became quite a different person in his attitude toward life.

“I have known people, who perhaps had ears with a rather long lobe, to be absurdly sensitive and morbidly conscious about this trivial defect. I have had women come to me and agonize over the fact that they had a growth of downy hair along the lower part of the cheek, back toward the ears. It was not disfiguring, quite the contrary. Yet they were obsessed with the idea that it was something dreadful.

“When people have these obsessions, they will do *anything* to get rid of the defect which mortifies them.

“Of course, many of them are ignorant, too. For example, a good many complexions are being injured by motoring. Suppose you go out in a car which runs at a speed of twenty-five miles an hour, which is common for country driving. And suppose you are running against a moderate wind of twenty-five miles an hour. That means that you have to meet a wind of *fifty* miles an hour—which is *not* moderate. The wind alone will make your skin dry

Young and Beautiful

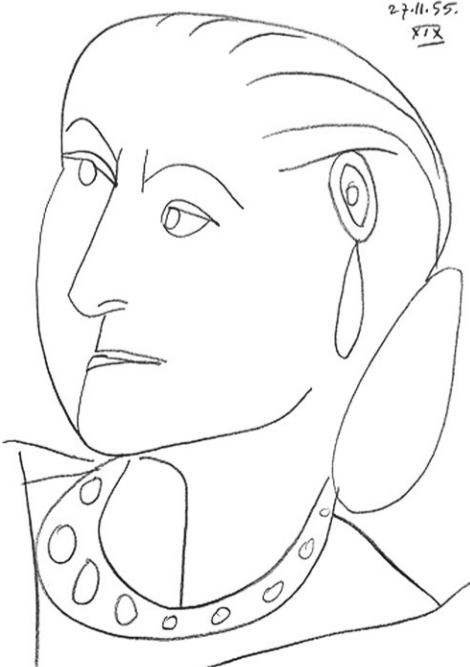
and harsh. Add to that the dust and sand that is driven into your pores. Add also the effect of sunlight, if you are in an open car. No complexion can stand that ordeal without suffering. Yet women constantly motor under these conditions; and most of them do not know that, before starting, they can and should put on a preparation which will protect the skin against both wind and sun."

"**T**ELL me about the monkey serum," I said. "Does it really have any rejuvenating effect?"

Madame Rubinstein laughed.

"I see!" she said. "You are like the sixty thousand men and women who wrote to me! You want to know whether we really have found an elixir of youth. Well, it does seem as if we are on the track of it. I have seen extraordinary transformations wrought in people. But you must understand that it is not as simple as it sounds. To get results a scientific study must be made of each case. For example, I tried the serum on two sisters; elderly women, between fifty and sixty years old. Of course, some persons are more 'elderly' at sixty than others are. And these two sisters were what I should call *more elderly*. They had *slumped*; if you know what I mean by that. Their figures were heavy and inert; they had a slow, labored walk; their expression was dull. Oh, you can see the type by thousands on our street every day.

"One sister responded very quickly to the serum. Really, it was astonishing. She walked erect and briskly; her figure seemed more flexible and her expression became alert and vivid. She gave you an impression of vitality. But the other sister"—Madame Rubinstein shook her head—"I must admit that she responded very slowly. And as my supply of the serum became exhausted I could not continue the treatment long enough to give it a thorough test. That is an illustration of the necessity of studying each case scientifically."



Helena Rubinstein by Pablo Picasso (1955)

Young and Beautiful



youth! So you cannot wonder that I say everyone wants to be young.

"If one cannot be young, the next best thing, of course, is to *look* young. It is impossible to transform an ugly woman into a raving beauty, or to make a seventy-year-old grandmother look like a girl of seventeen. But ugliness can be ameliorated; and, even without resorting to monkey glands, ninety-nine women out of a hundred could look younger than they do.

"Their failure to make the most of their possibilities is usually due to one of three things: ignorance, laziness, or—a happy marriage."

"Don't you mean an *unhappy* marriage?" I asked.

"No, I do not!" said Madame Rubinstein seriously. "On the contrary, unhappiness in marriage is often the very thing that makes a woman struggle to improve her appearance. If she fears that her husband's affection is waning, she tries to give it a new lease of life by making herself more attractive. I have known many women, when impelled by that motive, to do wonders with their appearance.

"But you've no idea how many middle-aged women, who are happily married, will not make the least effort to keep or to restore their good looks. They are perfectly complacent.

"Oh, why should I bother?" they say. 'My husband is satisfied with me as I am.'

"Often when they say this, I have my doubts about the husband's being satisfied. Not all married men cease to be courteous to their wives. They may be too kind to say all that they think! But when a woman tells me that her husband loves her just as she is, I give her up. For I



Young and Beautiful



A Well-Groomed
Beautician

doubt whether there is any woman in the world who would make the effort necessary for her to look her best, year after year, unless she had an 'audience' of some kind to impress.

"Sometimes this audience is her husband. Or it may be her lover, or her friends. In a great number of cases, it is her children! A good many mothers think their children are blind; that a child will love its mother no matter how she looks. I admit that this is true. It is one of the most wonderful true things in life. But it is also true that children are keenly sensitive to personal beauty.

"We grown-ups may really be fond of an ugly person, because of his or her qualities of mind and heart. But children dislike ugly people. They find them repellant, even repulsive. But you will often see a child go up to a lovely woman and slip its little hand into hers, or lean against her knee. I have seen things like that many, many times. Just as I have seen children instinctively draw back from an ugly person.

"Many mothers, in their wisdom, are trying to be as beautiful in the eyes of their children as they possibly can be. They want their sons and daughters to find them attractive and to be proud of them.

"And there is another point to this connection. The mother of a marriageable daughter is either a shining promise or an awful warning to possible suitors for her daughter's hand. One of my clients said to me the other day:

"I have had the highest compliment I could wish to receive. My daughter is

Young and Beautiful



MADAME HELENA RUBINSTEIN

Madame Rubinstein has been a beauty specialist for twenty-six years. She has establishments in London, Paris, and other European cities, as well as in New York and Chicago. She has representatives all over the world. Born in Poland, she studied medicine in Germany, later concentrating on the treatment of affections of the skin. She has lived in Australia and the Orient; so her experience is world-wide. She divides her time between her establishments in this country and abroad, but lives chiefly in New York

engaged to be married; and last evening her fiancé told me that if my daughter, when she is as old as I am, looks just as I do now he will be perfectly satisfied. That made me very happy. I would not want people to look at my daughter, then at me, and say, 'Is *that* what this charming young girl is going to become?'

"Yet that is precisely what people—including young men—do say about a great many girls when they see the mothers of these girls," Madame Rubinstein went on. "It is a cruel thing when a mother allows this to be possible. I sometimes picture in my mind what the effect must be when some women stand beside their daughters in the receiving line at their coming-out parties. Thousands of dollars may have been spent to launch the girl in society. And there stands the mother—an ugly prophecy of what her daughter may be in the future! The mother might far better have spent some of her money, thought, and effort on making herself an asset to her daughter, instead of a handicap.



Young and Beautiful

I SAID that women must have an audience of some kind to spur them to the effort necessary to look their best. One of the most curious examples of this was a client I had in London, a rich widow who had taken over her husband's business after his death. In London, most of my clients are of the aristocratic class; but this woman was of the middle class—'in trade' as they say over there; very rich, very charitable, very much beloved by her employees.

"I don't think I ever have known anyone who devoted more time and effort to her personal appearance! She came to my establishment at regular intervals and stayed two weeks at a time, having every conceivable kind of treatment. And between these visits she spent three hours daily in her own home merely in the care of her face and her body. I certainly would not do that myself! Life is too full of other things.

"But she had plenty of money; her business was well organized; she did not have very great social demands, and she loved the enthusiastic and admiring comments which her old friends made on her youthful appearance. She told me with pride about one friend, a clergyman of her own age, who was stooped and bald. To feel the contrast between them was like wine to her.

"That case was really unique, for she had neither husband, lover, nor children for whom to be beautiful. She was not doing it for anyone in particular, but just because she wanted everybody to admire and to wonder.

"Here in America, women's employers, or their customers, are often the audience they want to please. Does it surprise you, for instance, that the busiest time in my New York establishment is Saturday afternoon? Most important offices and many stores are closed then, and scores of women come to us for treatments; not only those who are at the head of their own business, but stenographers, clerks, and even little office girls! You would think they would hesitate to spend the money; but they have a double incentive: Many of them want to marry; so they wish to be attractive. And they also know that natural good looks are an asset in business.

"Men ought to realize this, too—but most of them don't. I never accept men as clients, so I cannot be suspected of self-interest when I say that men make a mistake if they think their appearance does not count in business. A man wouldn't think of wearing a collar that was not immaculate; but he gives only routine care to what comes above his collar. He would be almost ashamed to have it known that he had given any thought to his complex-

Young and Beautiful

ion!

"But some of them are more sensible. Many married women bring me requests from their husbands for some preparation they hope will help them. Usually the trouble is acne, or eczema, or perhaps a red nose, or an oily skin. Men, as a rule, pay little attention to wrinkles, or a dry skin, or flabby cheeks, but they are sensitive about an actual blemish.

"Many women themselves are much like men in this respect. They spend thousands of dollars on beautiful clothes, but neglect the simplest precautions for making their faces beautiful. The unfortunate thing is that so many of them depend on make-up. I do not object to a little rouge and to a discriminating use of powder. But some of the creams, which so many girls and women apply as a base on which to put on an elaborate make-up, are ruinous to the natural beauty of the complexion.

WHEN these are used persistently the skin is robbed of all its elasticity. It loses its natural color and has a curious drab look. It is quite lifeless and inactive. This results in enlarged pores and 'blackheads', tiny plugs of waste matter which the skin is not sufficiently healthy and active to throw off.

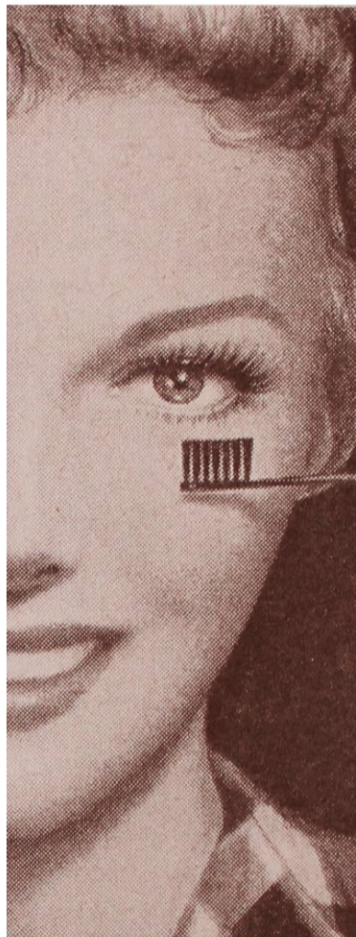
"Make-up is much more used in this country than abroad, especially by young girls. When I first came to

America, about ten years ago, I was shocked even then by the numbers of young girls who were excessively made up. Not that I object to it on moral grounds, but because I knew those girls were laying up trouble for themselves. The proof that I was right is in the fact that every year the number of young girls coming to us for skin treatments is increasing.

The trouble is not that they use cosmetics, but that they use them ignorantly.

"I have traveled all over the world, and I consider that there is a higher percentage of beauty among American girls and women than anywhere else. It really hurts me to see them doing things that will rob them of at least part of this birth-right of beauty.

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Young and Beautiful

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A 1930s
application
brush

Young and Beautiful

should apply to any preparation, or any treatment, used to enhance the appearance? Suppose it is something that is applied to the skin. When it is discontinued, does it leave the skin in *worse* condition than before you began using it? If it does, then it is bad.

“For instance, if your skin is dry and harsh and you (*Continued on page 161*) use a good nourishing cream on it, you will find that it becomes soft and elastic. If you stop using this skin food, your skin may in time become dry again. But you have not made it worse! When you have stopped the treatment it is in better condition than before you began. But suppose you used a *drying* cream on a skin that is already too dry. When you stop using it, your skin will be worse than ever. That same cream would help certain skins, but not one that is dry and harsh.

“Or take another example: Some women use belladonna to make their eyes bright. When they stop using it, their eyes are not improved but have suffered from the practice. Women used to take arsenic to make them have what they considered a becoming pallor. Few women do this now; still there are some who use it. But it does not have a permanently good effect, decidedly the reverse. And that should be the test of any treatment. Does it improve the natural healthy condition of the skin, or the eyes, or the hair? If not, then it is bad, even though it temporarily gives a better appearance.

“**O**NE of the most beautiful women I have known was the late Empress of Austria, who was assassinated some years ago in Switzerland. She used to come to Paris, incognito, every year and spend a month with a famous Russian beauty specialist with whom I studied. This Russian woman never wanted to have more than four patients at a time. They lived in her establishment, with about six attendants to each patient; and she achieved marvelous results.

“I, too, have had queens and princesses come to me for these radical periodic rejuvenations; but I am sincere when I say that I am more interested in helping a great number of average women to be attractive than in the exceptional few. To me, it is just as wonderful to help human beings to be beautiful as it is to make a beautiful picture or a lovely statue. Pictures and statues don't go walking on our streets, sit opposite to us at table, and confront us wherever we are.

“English women, I believe, make a greater effort to preserve their good looks than any others. In London I have at least several hundred clients who are from seventy to seventy-eight years old. Here in New York I have many women who are in their seventies, and no end of clients who never will see sixty again.

“In London there are scores of cases where three generations—grandmother,

Young and Beautiful

mother, and daughter—come to me regularly. There are many such instances here in this country, too; and there are any number of mothers and daughters being under treatment simultaneously. There is no age limit, either way. I have had two-year-old babies brought to me, and mothers very often bring children of five or six years.

“Usually when little children are taken to a beauty specialist it is because of some particular defect such as outstanding or badly shaped ears. Quite frequently, however, it is because of some affection of the skin. The wise mother knows that these defects should be corrected as early as possible.

“The commonest troubles among young women are enlarged pores and blackheads, which I have already mentioned. There is a common impression that this disfiguring condition is due to lack of cleanliness; and I have heard people criticize a girl unkindly because she had this trouble. But that criticism is not justified. I could tell you of a well-known European princess who was brought to me by her mother to be treated for this condition. It had nothing to do with cleanliness—or, rather, the lack of it. She was exquisite in her habits, as many another girl is who, nevertheless, is similarly afflicted.

“The condition is usually the result of an oily skin; and nothing is more likely to cause this than the frequent use of bland, inactive facial creams. It is astonishing to me how ignorantly women buy the preparations they use for their complexion.

“Only the other day a young girl came in and asked for a certain face cream. I happened to overhear her request; and as I could see at a glance that it was exactly the opposite of what she really needed I tried to persuade her to take the thing which would help her. But someone had told her about the other preparation and she was determined to have it.

“**THERE** is another curious thing which I have often noticed: the most beautiful women are seldom vain. The ones with the most vanity are those who have little enough to be proud of. A woman may be positively plain, yet not seem to realize it. If you speak of some defect which should be remedied she is completely taken by surprise.

“Going back to the troubles which bring women to the beauty specialist, the condition I spoke of—coarse, distended pores which become clogged with waste matter—often leads to the distressing eruption known as acne. Girls and boys in their teens are particularly liable to this disease. Even when it is cured it leaves disfiguring scars which often form the starting point for little clawlike tumors known as keloids. So it is very important to pay attention to the condition in its early stages.