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## Keeping Up Personal Appearances

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# Keeping Up Personal Appearances



*Dollar Savers and Stretchers*

SOUTH DAKOTA STATE COLLEGE  
EXTENSION SERVICE

C. Larsen, Director  
Brookings, S. D.

# ***Keeping Up Personal Appearances***

By Mary A. Covert

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How to keep the family looking "up to par" is a problem which concerns many. The cost of keeping up personal appearance can be reduced through careful observance of health rules, correct use of essential toilet supplies and simple methods applied in home care of the person.

## **Health Factors Affecting Personal Appearance**

One of the outstanding health factors affecting personal appearance is a well balanced diet and proper elimination of body wastes. Many people eat too much starchy food, sweets, and meats. They eat too little fruits and vegetables and they do not drink enough milk and water. The poor condition of their skin, teeth, hair and nails is evidence of unbalanced diet and poor elimination. Much money spent for medicine, cosmetics and dental repair might be saved if the family's diet were balanced.

Sufficient sleep is another important factor which is essential in keeping up personal appearance. Scientific tests show that insufficient sleep impairs our physical endurance, our ability to remember and reason. It disturbs our emotional balance and before we are aware we have lost much of our personality and charm. The effects of lost sleep are not easily repaired. Our efficiency and appearance remain impaired after our feeling of well being has been restored by extra sleep. Eight hours of sleep is considered necessary for the average adult. Many people do not get the required amount because they do not go to sleep readily. It is possible to form the habit of putting away the day's problems with one's daytime attire and to put one's self in the relaxed physical and mental condition conducive to sleep. This requires will power and some knowledge of the principles of relaxation. Drugs should not be used to induce sleep unless prescribed by a physician in case of illness. "If you have difficulty in going to sleep readily," said a noted physician, "make yourself read something difficult and uninteresting after retiring. You will soon become sleepy."

The daily cleaning bath is an aid to health, personal charm, and morale. Bathing facilities should be made convenient for all members of the family. An occasional salt rub is a good stimulant to sluggish circulation. After the cleansing bath the body may be rubbed with dry salt or with a towel which has been dipped in a saturated salt solution and dried. The morning cold shower or sponge bath is found invigorating and beneficial by many. Wetting the ankles and wrists first, seems to lessen the shock of the cold water to the body. After the cold sponge bath the body should be rubbed with a coarse towel until it glows. People with weak heart and super-sensitive skin or nervous system should consult their physician before taking special kinds of baths.

Posture is usually considered an index to the physical condition of the body, but authorities tell us it is also an index to one's mental and emotional life. They say that good posture naturally accompanies an alert, creative, self confident and optimistic mind, that the first step to be taken in correcting poor posture is to put one's mind in order, restore self confidence and to correct the outlook on life. Foot comfort is an important factor in determining posture and outlook on life. Posture is discussed in extension circulars 298, 304, 309 and 312.

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## Care of the Hair

Clean, healthy hair becomingly dressed is an outstanding feature in personal appearance. Improper diet, lowered vitality, and poor health make the hair appear lifeless and may cause it to turn gray and fall out. The hair is fed from the blood which circulates in the scalp. A hair is a hollow tube formed from over-lapping scale-like cells. Hair is straight or curly, depending upon the shape of the tube. If the tube is round the hair is straight, if flattened it is curly. Methods which flatten the round tube of straight hair will produce an artificial curly effect.

The hair should be brushed daily using upward and outward strokes around the head. The hair should be parted and brushed down from the crown in order to cover the entire head. Daily massage helps to assure good circulation in the scalp. Place the elbows on a table, with the hands on either side of the head, the fingers outspread and pressing firmly against the scalp. Begin either at the temples or base of the head. Without taking finger tip away from the head massage the entire scalp firmly using a spiral movement. With fingers flexed and hands relaxed tap the scalp lightly, quickly and sharply with the finger tips beginning at the base of the head and working up over the crown to the forehead. Then work back from the forehead to the base of the head until the entire scalp has been covered.

### Shampoo

The hair should be kept clean. Normal hair with good care under ordinary conditions usually needs washing every ten days or two weeks. Pure alkali free soap is the basis of all good shampoo. One's favorite brand of neutral soap melted with water to a thin jelly and beaten to a stiff lather makes an excellent and economical shampoo. If desired the beaten white of one egg may be added. If soap is rubbed directly upon the hair it is difficult to rinse off because of the scaly structure of the hair. Warm rain water or softened water free of alkali should be used for the shampoo. Wet the hair and clean the scalp thoroughly by rubbing the lather on the scalp. Rub the lather well into the hair also. Rinse off and apply a second lather. Repeat until the lather shows no sign of soil. When the hair is clean rinse it in warm water until the rinse water is clear. Juice of half a lemon may be added to next to the last rinse for light hair and three tablespoons of vinegar for dark hair. The hair must be thoroughly rinsed in clear water after using the lemon or vinegar.

Intense artificial heat is harmful to the hair. It should be dried in the open air when possible. Drying can be hastened by wrapping the head tightly in a hot, wet bath towel and covering with a dry one. Leave on until the towel has cooled. Waves should be set in naturally curly hair, or hair which has been permanently curled, while it is still wet. If the hair is too dry after washing a very light application of warm olive oil or hair oil may be applied.

### Hot Oil Treatment

Most hair is improved by a hot oil treatment once a month following a thorough massage. Heat three tablespoonfuls of warm castor oil, olive oil or liquid vaseline. Begin with a part in the hair over the crown from forehead to base of head and apply the hot oil with the finger tips massaging it gently but thoroughly into the scalp. Continue applying to parts

spaced about 1½ inches apart. When the entire scalp has been oiled wrap the head in a hot wet towel and cover with a dry one. Let the oil remain at least two hours or over night if possible. Rub scalp with towel to remove some of the oil, and then shampoo.

Should you have dandruff repeat the hot oil treatment daily for three days. Then space the treatments a week apart for a month or more. If dandruff persists consult your physician.

### Care of Eyebrows and Lashes

Eyebrows and lashes should be brushed regularly. If they are too thin daily massaging with warm olive oil may promote their growth. Dark brows and lashes are most attractive. When the brows are thin or too light in color they may be emphasized by brown or black eyebrow color delicately applied.

Tweezers and hand mirror must be frequently used to remove straggling hairs. The brows should not be tweezed to a thin line. Their width depends upon the type and shape of the face. Slim delicately featured faces look best with delicate brows. Full faces with features more widely spaced look best with wider or heavier brows but they should be gracefully curved. The curve of the eyebrows should not be pronounced.

### Care of the Teeth

Four things are essential for the building and preservation of the teeth; (1) minerals—calcium and phosphorous especially; (2) vitamins a, c, d; (3) hard foods for exercise; (4) regular cleaning. The teeth should be cleaned twice a day with a good brush and tooth cleaner. Particles of food between the teeth should be removed with dental floss.

A good tooth cleanser and mouth wash is made as follows: Sterilize a quart jar by boiling 10 minutes. Fill the jar with boiling water. Add 2 teaspoons of table salt and 2 teaspoons of baking soda. Shake well. Add 10 drops of flavor oil (oil of lemon, orange, clove, cassia, wintergreen or peppermint). Let cool. Put in sterilized bottles if desired. Use twice a day. The salt removes secretions from surface of teeth. The soda counteracts acid saliva. The oil stimulates the gums.

The gums should be massaged at least once a week. Begin by placing thumb and forefinger on either side of the gum at base. Massage upward, pressing the edge of the gum against the teeth. Each member of the family should visit the dentist twice a year for a check up on condition of the teeth and gums.

### Care of the Face

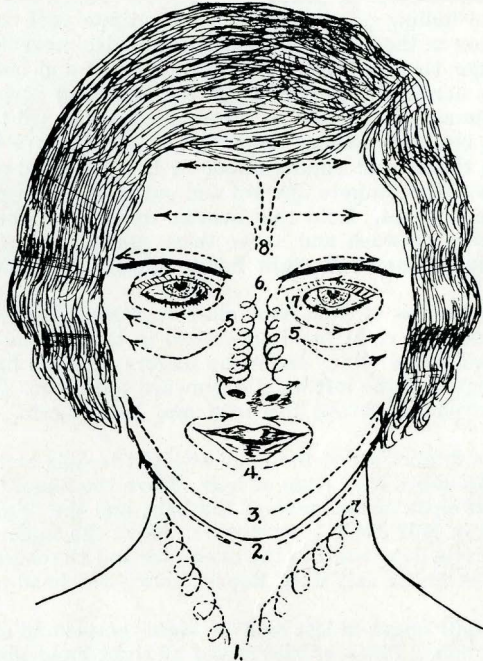
A daily cleansing of the face with warm water and neutral soap is essential. If the face is very dirty or if the skin is dry, face cream may be applied before washing. Spread the cream evenly with the sides of the forefingers and leave it on a few minutes before washing the face. Do not rub soap on the face. Apply a good lather and rub lightly but thoroughly into the skin. A little cornmeal gently rubbed onto the face after it has been well lathered is a good cleaner. It is especially recommended for oily skin or skin subjected to black heads. Rinse the face well in clear water, wipe it dry and apply an astringent. Witch hazel, diluted vinegar, or alcohol may be used.



### Facial Massage

After the face, neck, ears, eyes and nostrils have been thoroughly cleansed tie a band around the head to protect the hair and apply a generous amount of thin cleansing cream or warm olive oil to face and neck, spreading it evenly. See the accompanying illustration for massage movements.

1. Place the finger tips of both hands at point (1). Make a spiral movement upward and across the sides of the neck to the nape. Keep the movement uplifting by using pressure on the upward stroke of the spiral



and releasing pressure on the downward stroke. Continue the movement down the back of the neck to the base. Bring the fingers with a straight stroke back to point (1).

2. With finger tips of both hands begin under the chin at point (2). Make a straight stroke with firm uplifting movement to the base of the ears. Let the fingers slide back to starting point. Repeat five times.

3. Place finger tips at point (3) and follow the upper ridge of the lower jaw with a straight stroke using a firm uplifting movement. Let the fingers glide back along the same line without pressure to point (3). Repeat five times.

4. Place middle fingers at point (4). Follow the base of the lower lip outward lifting corners of the mouth. Continue around base of upper lip to the center. Repeat five times.

5. Place finger tips at points (5) and follow along upper ridge of cheek

bone with straight stroke and firm uplifting movement to hollow in front of upper part of the ears. Let the fingers glide back without pressure to points (5). Continue using straight stroke and uplifting movement along the lower edge of cheek bone to hollow points in front of middle part of the ears. Let fingers glide back to position and repeat entire movement 5 times.

6. Place a forefinger at each side of the nose at point (6). Massage downward in spiral movement to the hollow points at base of nostrils. Repeat five times.

7. Place middle fingers at points (7). Follow around base of lower and upper eyelids to hollow point above (7). Continue with straight stroke over the eyebrows to the temples. Repeat the entire movement five times.

8. Place finger tips at point (8). Move upward and outward in firm, straight strokes across the center of the forehead and downward to temples. Bring fingers back to position. Move fingers upward to base of hair and outward to temples. Repeat the entire movement five times.

9. Place the thumb and middle finger of the left hand at the sides of the nasal bridge. Move fingers upward and outward to center of eyebrows with a lifting movement. Hold the muscles uplifted at these points and massage the areas between and above these points with a rotary movement, using middle finger of right hand. Repeat the entire movement three times.

10. Place finger tips of each hand close together at right side of forehead. Move fingers of right hand downward to temple and fingers of the left hand upward to hair line. Move the fingers of right hand upward to hair line and fingers of the left hand downward to temple. Continue alternating that movement across forehead and back again. Repeat three times.

11. Place the finger tips of the hand at right temple and finger tips of left hand directly above it at edge of hair. Move the fingers of right hand upward in a half circle to the base of the hair, and the fingers of the left hand downward in half circle to eyebrows. Move the fingers of the right hand in a half circle downward to the eyebrows and the finger of left hand in semicircle back to the hair line. Repeat across forehead and back three times.

12. Place middle finger of left hand on right temple and move inward to center of cheek bone. Place middle finger of right hand above right eyebrow and move outward and downward toward ear. Repeat five times, alternating the strokes. Treat area at outer corner of left eye in same manner.

13. Place finger tips at center of chin and move upward and outward over the entire surface of the right cheek with light, quick tapping movements. Repeat on left cheek and tap the forehead in the same manner, working across the entire surface three times.

14. Wipe off excess cream, remove stray hairs on face with tweezers and treat black heads if needed.

15. Cover the neck and face for several minutes with a bath towel wrung out of hot water. Wipe off the cream with the warm towel and apply a second towel wrung out of cold water.

16. Apply astringent to close pores. Dip a small elongated pad of cotton in diluted vinegar, witch hazel or alcohol. Tap the face quickly and sharply. Let face dry.

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### Removal of Blackheads

Blackheads are often found on the forehead, nose lobes, and at the base of nose. They are sometimes found on the chin and the area in front of the ears. Apply a pad of cotton dipped in very hot water over the black-head area. When it has cooled dip in hot water and apply again. Remove the pad and press out the blackheads, using a piece of cotton under each forefinger. Mop the spot with cotton dipped in alcohol or witch hazel.

### Make Up

A truly healthy person should not need "make up" except occasional dusting of the face with powder to reduce shine. Make up is used to disguise imperfections and lack of color. A lotion or face cream is used as a powder base. It is applied sparingly in dots to face and neck with finger tips and spread evenly with a light upward movement with sides of forefingers. Face powder should be carefully selected. Most people have more yellow than pink coloring in their skin and require a yellow toned powder. The powder should be as nearly as possible the same color tone and shade as the skin. It is patted on lightly with a pad of cotton or clean powder puff. Since the back of the neck is often slighted, it is well to begin there. Powder the throat next, working up over the chin to the cheeks, forehead and nose. Brush off excess powder with a very soft brush or cloth. If a lighter effect is desired, a second powder lighter in tone may be sparingly applied over the first.

Rouge should be sparingly used and correctly placed to give a naturally healthy look instead of a painted effect. It should harmonize in color tone with the lips and skin. Rouge emphasizes the place to which it is applied. The best way to determine the correct place of emphasis and the area which should be covered is to smile broadly. The rouge should not extend farther in than the smile line, extending from the corners of the mouth to the nostrils or farther down than corners of mouth. As a rule it should not extend farther out than the outer corners of the eyes.

If the face is a normal oval the rouge should be centered on the middle of the cheek bones. If the cheek bones are high the rouge is centered below them. If the face is plump the rouge is centered under the eyes and closer to the nose. If the face is long or thin the rouge is centered farther out on the cheek nearer the ear.

Lip rouge should harmonize with the face rouge. The lips should be parted and stretched until free of wrinkles. The rouge sparingly and evenly applied with finger tips to the entire surface. More rouge may be applied to center of lips for emphasis. After the rouge has been applied the lips should be closed tightly and the area around them dusted lightly with powder.

### Care of the Hands and Arms

The hands should be washed and carefully dried after all dirty work. Stains should be removed with lemon juice, vinegar, rhubarb or tomato juice before soap is applied. If very soiled, cold cream may be applied before washing. Use warm soft water, neutral soap and flesh brush. Scrub the backs, palms and under the nails. Pumice soap paste is excellent for occasional use on the hands, elbows and upper arms. Rinse the hands with clear water and rub with vinegar to whiten the skin and contract the pores.



Dry thoroughly. Rough, red hands are often the results of careless drying. A weekly massage of the hands will help to keep them in condition. Apply lotion or cold cream. Massage fingers, back and palms with rotary movement. Finish with downward strokes as if pulling on a tight glove.

A good lotion for chapped hands is made by mixing together 2 ounces spirit of camphor, 4 ounces of glycerine, and 10 ounces witch hazel. (Makes 1 pint).

#### Manicure

Once a week is usually often enough for a manicure. If liquid polish has been used it must be removed before proceeding with the new manicure.

1. Soak the finger tips for a minute in warm, soapy water. Scrub the nails thoroughly with brush. Rinse and dry thoroughly.

2. File the nails beginning in the middle of the nail and working toward each side. This prevents chipping and splitting of the nail. The nails should be shaped to correspond with the shape of the finger tips. An oval nail tip is most becoming to the average hand. The nails should not be pointed on long, slim fingers or on fingers with square tips.

3. Dip the tip of the orange stick into the cuticle remover. Wrap a bit of cotton about the tip and dip again into the remover. Push the cuticle back all around the base and sides of the nail, being careful not to bruise the flesh. Remove loosened cuticle and shape the rim carefully with a soft towel following the route taken by the orange stick.

4. Remove stain or dirt under the nail tips with the base end of orange stick wet with cuticle remover. Remove superfluous liquid under nail tips with orange stick tipped with dry cotton.

5. Wash the nails in soapy water, rinse in clear water and dry thoroughly.

6. Polish the nails with buffer or palm of hand until the natural gloss appears. If liquid nail polish is used it should be applied sparingly above the half moon. A colorless polish that does not give too high a gloss is preferable. Nails should appear well groomed but not conspicuous.

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