

SYNTHETIC LIPS NEW BEAUTY FAD

**False Fingernails and Noses
Shaped to Any Style Also
Presented at Show.**

SPRAY CRYSTALLIZES HAIR

**Tacks to Pinlon Unruly Ears and
Face-Lifting Plasters Revealed—
Vogue Makes Women Taller.**

Demountable lips, demountable eyelashes, demountable noses, demountable fingernails, ear tacks, muscle oil, artificial eye sparkle and tiny pictures and letters for fingernail decoration were the talk of the four-day convention and exhibition of the International Beauty Shop Owners, which opened yesterday at the Hotel Pennsylvania.

A spray lotion for crystallizing the coiffure is the invention of Louis Parme of New York City. After the subject's hair is set in the ordinary way—the trend, this year, is to lift the hair line high on the neck to achieve an illusion of height—the lotion is applied with a hand atomizer. Metallic powder is mixed with the lotion to get the desired color. It comes in silver, gold, pink, green and the natural shades. The crystallization lasts twenty-four hours.

The detachable fingernails were invented by Maxine Burke. They are of a flexible composition, can be shaped and filed like real fingernails and come in all colors, with perfect half moons. They are for the typist whose nails are worn down by her work, or for the débutante who wants long, perfect nails to match her gown.

A Saucy Nose for \$35.

Miss Burke also invented the demountable eyelashes and the demountable lips and noses. She explained them.

"Many women with straight noses, who want that saucy look, sigh for a retroussé," she said. "We get a wax impression of the inside of her nose—she can breathe through her mouth while it is being done—and then make a gold-plated frame that will give the desired shape. We can make almost any kind."

The gold-plated nose shapers sell for around \$35 and are made to order, but Miss Burke hopes to put out a standardized edition that will serve all purposes and be available in department stores.

Her removable lips are made of a flexible composition, 1-100,000th of an inch thick, which can be applied over the real lips. They will stand up under "the most severe treatment," according to Miss Burke, and will last about twenty-four hours. They come in different shades and sell at five for a dollar.

The ear tacks are flesh-colored contrivances made of court-plaster. One end adheres to the back of the ear, the other to the side of the head. The tacks make prominent ears lie down and behave. Face-lifting is accomplished by taking up the slack of loose skin and tacking it down with the invisible composition.

Decorations for fingernails come in letters, pictures and symbols. A favorite eight-finger set spells "I love you." A bridge set provides one spade, one diamond, one heart and one club for each hand. When it was pointed out that a lady might be tempted to signal to her partner beckoning with, say, the spade finger, the beauty expert shrugged.

"No lady would think of such a thing," was his retort.

Curls Donned With Hat.

The business woman who feels that she must wear a short bob at the office has been considered by the beauty experts. They have designed a hat that has a full set of curls attached to the back of it. The curls are made of real hair and the wearer may pick a color to match her own, or any other color she wants.

"This marks the first time in twenty-two years," said the expert gravely, "that hair has been used as a decorative touch in millinery."

"Miss 1934," the girl who represents the type that most American women would like to be, will be introduced at the show on the basis of measurements and specifications submitted by more than 32,000 beauty specialists. She will remain in the background until tonight, when she will be presented in public at the convention hall. Her name has been withheld.

But the officials hinted at what the public may expect.

"The trend of women seeking beauty is toward attaining height, or the illusion of height," it was revealed. "The woman of tomorrow will be tall, and that will mean higher coiffures, with the hair well off the neck. We are showing on the floor artificial hair coronets to help give the impression of greater height. We also have metal coronets for the purpose."

One of the booths showed a paste that can be put in the eye to give an artificial sparkle when exhaustion begins to set in and the party is still going strong.

On Wednesday six plastic surgeons will transform six plain-faced girls into beauties in full view of show visitors. There will be operations on nose, face, "over-eye" and "under-eye," on ears and for removal of scars.