Eats Her Height in Lipstick

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Flapper Consumes Enough Makeup Every Four Years to Equal Her Stature, Kansas City Druggists Figure From Sales.

THE little girl flapper, 4 feet tall, who constantly applies makeup, eats her own height in lipstick every four years, according to Kansas City druggists.

This computation of the druggists is based upon the number of dainty little sticks of ruby colored paste, annually sold, and the number of applications in a stick.

Figuring for the flapper who maintains a perfect cupid's bow mouth, which requires a daily dozen applications of lipstick, a stick of the two-inch size will last just about two months.

One dozen applications, seven days a week, fifty-two weeks a year, equal one foot of lipstick. Multiply this yearly supply by four and you have the answer. The flapper then, who uses lipstick at this rate, by actual figures, eats a giant stick of lip paste equal to her own height every four years.

If she is dating, and girls who make up at this rate usually are, her escort, no doubt, also eats or samples a part of the lipstick.

The sales of lipstick as well as other makeup cosmetics have increased amazingly within the last few years, local druggists agree. Lipsticks are made in all shades of rose, pink and red, as well as orange. A purchaser, then, may suit the taste both literally and metaphorically.

A new lipstick just being introduced in Kansas City drug stores and shops, is of white paste which changes to carmine when touched to the moistened lips.

Girls and women, however, are not the only ones who purchase lipsticks. Cake eaters, the kind with patent leather hair and plucked eyebrows, also have a special penchant for the paste, a Walnut street druggist said yesterday.

Good Hostess Leaves Her Guest Free During Certain Hours

It is not necessary for a hostess and guest to be together constantly to