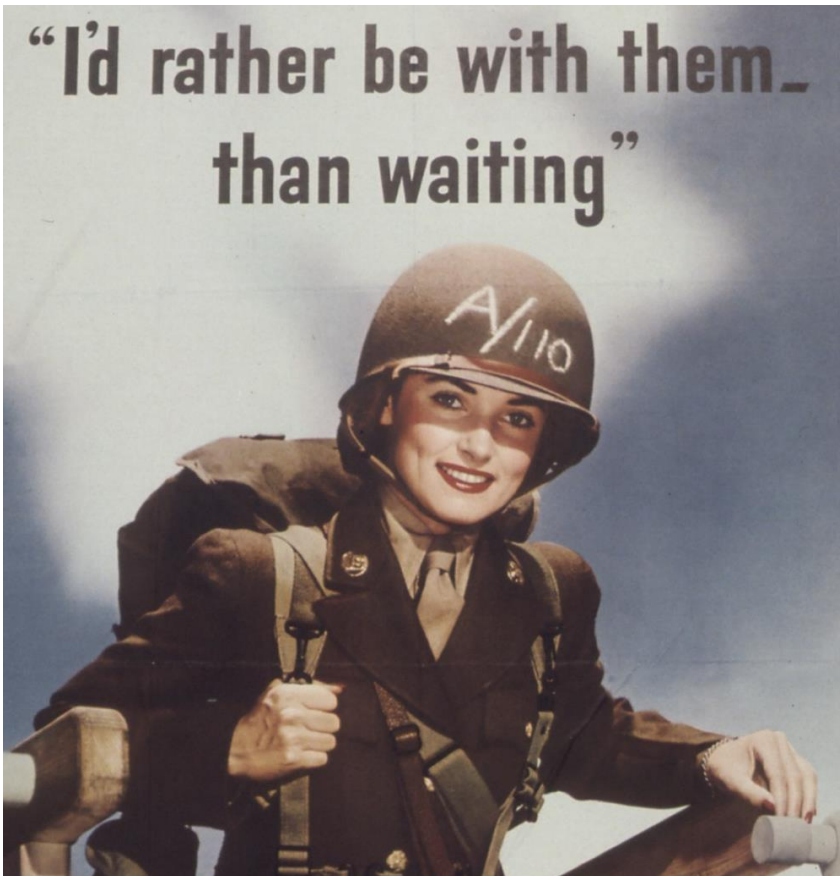


Manicures

The following pages include photographs, promotional images and advertisements of WAACs/WACs. There is a mix of painted/unpainted nails, but all show a trend toward manicured, oval nails. In the color photos, red seems to be the most popular color, but was not the only color available. Cutex advertised a range of colors for women in uniform, and images of WAC manicurists show multiple polish options in the background.







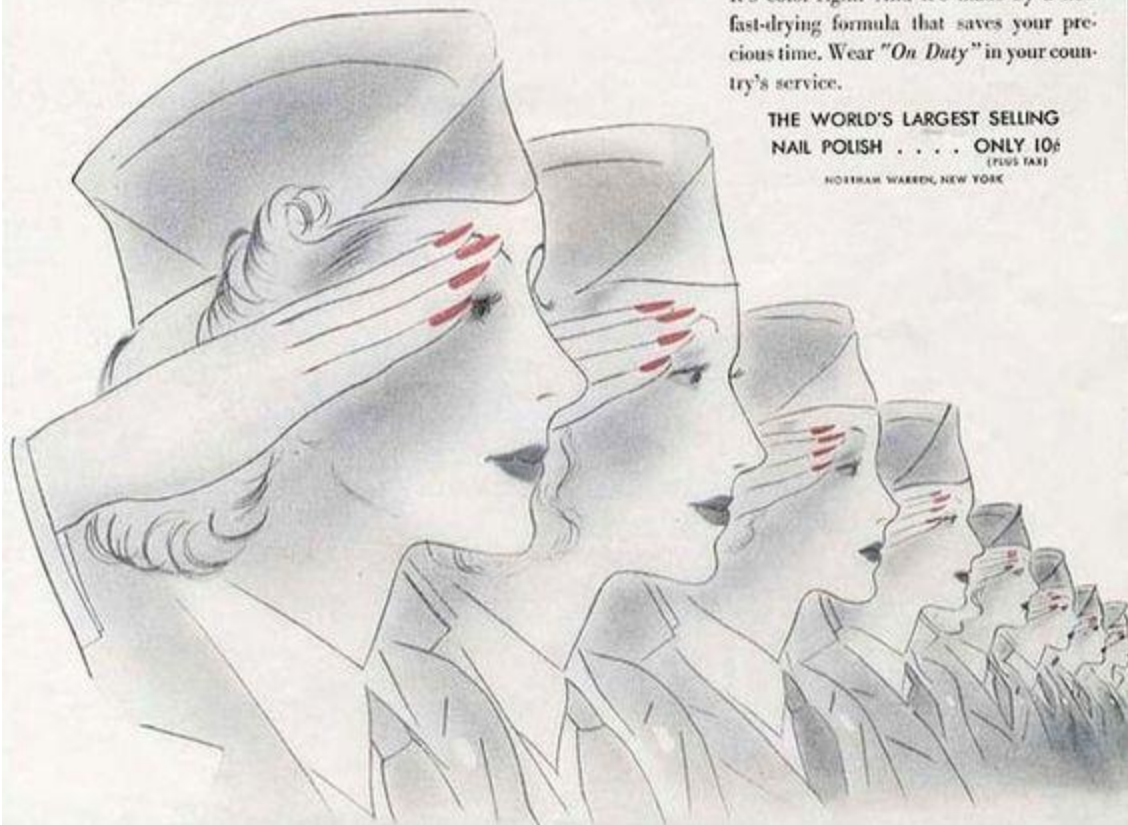




For Wear in your Country's Service
CUTEX PRESENTS "ON DUTY"

Dedicated to you thousands of WAVES and WAACS, Canteen Workers and War Factory Workers, Ambulance Drivers and Nurse's Aides who are working for your country . . . the new Cutex "On Duty." It's color-right. And it's made by a new fast-drying formula that saves your precious time. Wear "On Duty" in your country's service.

THE WORLD'S LARGEST SELLING
NAIL POLISH . . . ONLY 10¢
(PLUS TAX)
NORWICH WARREN, NEW YORK



Your Manicure

Excerpt from: *Beauty Plus—The key to Beauty, Health, and Charm*

by Mary MacFadyen, M.D. 1938, 1946

Ch. 10 Handsome Hands, p. 71

The nails should be manicured at least once a week, either at home or at your favorite shop. In addition to helping the appearance of your hands, manicuring prevents infection by removing hangnails, roughness, and pieces of hanging dry skin. And if you carelessly let a rough nail edge remain, it may snag your new stockings—this has to happen only once to make you regret lack of care for the nails...

Every girl should know how to manicure her nails so that she can do it herself when necessary...

First, wash your hands thoroughly, scrubbing the nails with a brush. Remove polish with an oily polish remover. Incidentally, as soon as the old polish on your nails becomes chipped, remove it, even if you can't apply more at that time, as nails with polish half worn off howl of bad grooming...

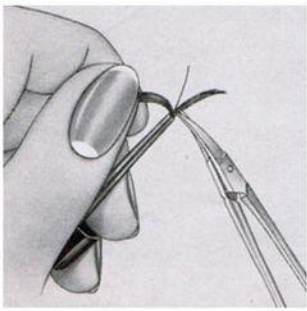
Now file the nails into shape with a flexible steel file. Don't use scissors for this purpose. If the nails are very thin, use an emery board. Don't "saw" back and forth, but file toward the tip of the nail. Don't file too close at the sides, as this may injure the quick and lead to infection. The steel file leaves the edge of the nail rough, and dirt can stick here or splitting occur, so bevel the nail edge with the fine side of the emery board. The nails should not extend beyond the tips of the fingers, although some girls now make a fad of extremely long nails. The tips should be somewhat rounded to give the nails an almond shape. A nail bleach may next be used if desired...

Next, apply olive oil to the tips of the fingers and nails and soak for a few minutes in warm soapy water. [lotion may also be used]. Now dry gently, pushing back the cuticle with a soft towel.

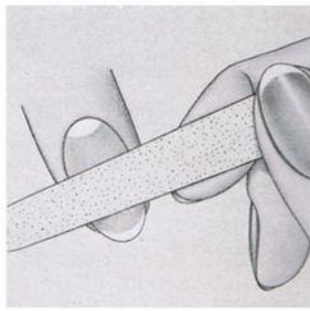
Wrap a piece of cotton about the end of an orange stick, dip it into cuticle remover if you use this, (otherwise plain olive oil), and push back the cuticle, also cleaning under the nails.

After using cuticle remover, rinse the fingers with cool water and dry. Any hangnails or loose skin should be clipped off, not too closely, with clean scissors...

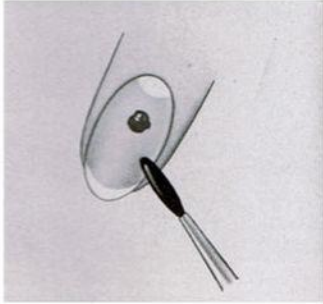
Now apply nail white—either pencil, cream, or chalk string. Apply it under the tips of the fingernails and you are ready to polish. The nails should first be smooth and dry. Have the brush not too loaded with polish, then start in the center of a nail and brush from the moon toward the tip, leaving both the moon and the tip dry if possible. Some girls like the polish to cover the tips of the nails also. Then finish the edges of the nail in the same manner, trying not to get polish on the skin. Remove polish from the skin and from the moons and nail tips with a tissue or soft cloth wrapped over the index finger of the other hand. When the nails are dry, apply a hand lotion.



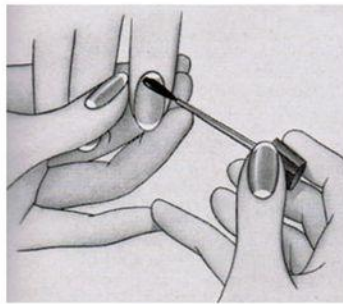
1 If brush is too heavy, bristles may be thinned from center outward



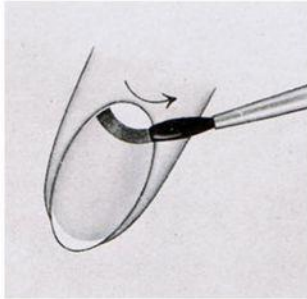
2 Nail surface may be lightly beveled to give smooth base for nail polish



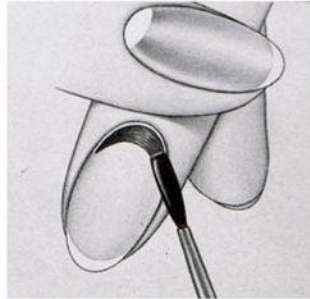
3 Dot of polish is placed in center of nail to test for consistency



4 Brush and fingers held in this position assure a steady 'brush control'



5-A First stroke of brush outlines moon, moving from left to right



5-B For covered moon, first stroke outlines curve of the cuticle



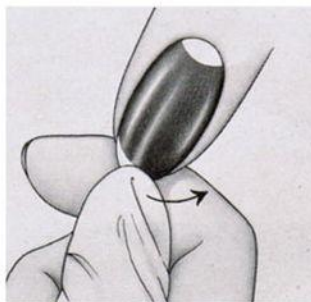
6 Second stroke covers one side of nail from edge of Stroke 1 to tip



7 Third stroke is lengthwise, covering center portion of the nail



8 For exceptionally wide nails, two strokes are used over center area



9 Operator removes polish from nail edge with tissue-wrapped thumb tip

WOMAN POWER 1943

Your War-Busy Hands can be Lovely if you follow the easy Cutex Method

On your knees on the nursery floor or flat on your back under a bomber—you're the new national glamour girl.

When you *do* get a night off, your hands are going to look as fascinating as though they never saw a wrench or an oil can or a scrubbing brush.

30 Cutex minutes a week... keeps your fingers leisure-lovely-looking and fools every Axis spy in town. No trick at all for 1943 woman power!

6 Ways to War-Lady Fingers

1. Whisk off old polish with Cutex Oily Polish Remover.
2. Deftly shape nails to a rounded oval with Cutex Emery Board and soak fingertips in warm soapy water.
3. Apply soothing Cutex Oily Cuticle Remover with cotton-wrapped Cutex Orange Stick. Now it's easy to press back cuticle. Wipe away dead, loose cuticle.
4. Dip in clear water and whiten with Cutex Nail White Pencil or Cream under nail tips.
5. Flow on Cutex Polish Foundation and Cutex Polish. (2 coats for that professional look). Hairline tip for longer wear. Now—Cutex Overcoat for speed drying.
6. Massage cuticle and fingertips with Cutex Cuticle Oil or Brittle Nail Cream.

All these luxurious Cutex products come in 10¢ sizes (plus tax). Cuticle Remover and Cuticle Oil also in economical 35¢ size (plus tax).
 Northam Warren, New York

CUTEX

Photo Sources:

- historylink101.net
- trumanlibrary.org
- mainmemory.net
- marinersmuseum.org
- Betty H. Carter Women Veterans Historical Project
- Pinterest (where original sources lost)