

THE THINGS YOU MUST WATCH FOR IN CARING FOR YOUR SKIN

Five spiteful little foes
are working, working all the
time to mar your beauty



One's skin has enemies on every side! They are Cold, Wind, Dust, Fatigue, Time. All of them are working, working, to mar one's beauty. Luckily, with the right knowledge, each of these spiteful little foes can be downed.

WHICH of these little enemies is it that refuses to permit your face to stay powdered? Possibly, Wind, possibly, Time. Between them both the finest of powders seems to be a fickle thing. It floats airily away from your face and leaves it as shiny as ever!

Every time you powder—indeed, before you powder—you can win this relentless battle that you know Wind and Time will direct against you. You can make the powder stay on two or three times as long as ever before! Before you powder, rub a little Pond's Vanishing Cream into your face—just the least bit on the tips of your fingers. Instantly it disappears. Then see how smoothly the powder goes on, how natural it looks. This cream contains no oil, so it cannot reappear in a shine. Skin specialists say that the use of a powder base is a great protection to the skin itself.

WATCH, too, for a deeper injury from Wind and Cold! Even if your skin does not chafe, it is coarsened by wintry weather. The way to prevent this is to rub a little Pond's Vanishing Cream on your face and hands before you go out. This keeps them so soft and smooth that the harshest and coldest of winds cannot make them dry—cannot cause them to roughen or chafe.



Dust licks deep in every pore and coarsens to burk unless you cleanse your face with Pond's Cold Cream.

Wind dries your skin; cold roughens and chaps it. Pond's Vanishing Cream will protect your skin. It will not reappear in a shine.

BEWARE of going out with a tired looking skin. Fatigue tells tales around the eyes and the corners of the mouth. You need never permit it. You can freshen up your skin in a few minutes.

Before you go out in the evening, when you want to look especially charming, take the tired look out of your complexion. Just rub a little Pond's Vanishing Cream over your face. Your skin will drink in the fragrant cooling freshness. The tense look around your mouth and eyes will relax. Your complexion will take on a new freshness, new transparency. You will forget you were tired! And not one moment through the evening need you suffer that haunting fear, "Is my face becoming shiny?"

GUARD against a dull look in your skin. This look means that your face needs a thorough cleansing, not just a freshening up. Not Vanishing Cream for this—but a cold cream bath.

Before you go to bed, and in the daytime after a dusty railroad or motor trip, rub Pond's Cold Cream into your face. It has just the amount of oil required for cleansing. Wipe it off with a soft cloth. You will wonder where so much dirt could have come from—you will delight in the clearness of your skin, its thoroughly clean sensation.

ONE more thing that you should watch for—the coming of lines. Make sure that you see them before anyone else does. Then, once or twice a week, cover your face and neck with Pond's Cold Cream and massage the lines away. Work from the center of your face outwards and upwards over little places where lines are forming.



Remember your skin needs two creams:
One without any oil, and one
with an oil base

The cream you must have for your many daytime and evening needs is a cream that will not glisten. For this purpose Pond's Vanishing Cream was formulated. Use it for a powder base, to protect your skin from chapping and roughness, to freshen it at a moment's notice. It has no oil and will not reappear in a shine. On the other hand, the cream you should use for cleansing and massage must have an oil base. Pond's Cold Cream is made especially for this purpose. It contains just the amount of oil required to give a thorough cleansing.

Neither cream will encourage the growth of hair on the face. Get these two creams at any drug or department store today, and begin right away to keep your skin always at its freshest and loveliest.

POND'S Cold Cream & Vanishing Cream



Don't let the tiny wrinkles grow to big ones. Smooth them out with Pond's Cold Cream.

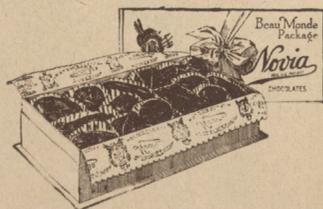
Tired you may be; tired you may look; but you need not stay looking that way. The cool touch of Pond's Vanishing Cream will freshen your skin and make the powder stay on.

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Pond's Extract Co., 124-M Hudson Street, New York
Please send me, free, the items checked:
A free sample of Pond's Vanishing Cream
A free sample of Pond's Cold Cream
Instead of the free samples, I desire the larger samples checked below, for which I enclose the required amount:
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A 5c sample of Pond's Cold Cream
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Sugar alone doesn't satisfy. Rice pudding without flavoring or seasoning is tasteless. But added to the sugar in Belle Mead Sweets are deft "touches"—like the mellow trace of clover-bloom honey in Belle Mead Nougat—which make them exceptionally and differently delicious.

The fruit and nut combinations, the distinctive flavors and rich chocolate coatings make the Belle Mead Sweets GOLD SEAL ASSORTMENT universally liked. They are so different from ordinary sweets—with that same rich difference one tastes in cooked foods made with thick, cool cream and creamery butter.

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Belle Mead Sweets

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"For Style?" - "Yes!!"
"For Comfort?" - "Yes!!!"
"For Durability?" - "Yes!!!!"

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