

Lanolin Plus Can Make Any Skin Softer, Smoother and Younger-Looking Overnight

If you are young, you will have a smoother, softer, easier-to-make-up skin overnight. If you are older, you will lose all skin dryness overnight—never to return again as long as you keep up this delightful treatment. Your lines and "Crow's Feet" will soften and fade. Your make-up, too, over your new, smoother skin, will then give you a more youthful look.

One of the most significant moments of any woman's life occurs the day she looks into her mirror to see a tiny network of lines beginning to etch its way into her precious complexion. Those little lines tell her, as nothing else can, that the firm, supple skin of her youth is giving way to the dry, not-so-attractive complexion of an added year.

Time was, when such knowledge brought either panic or quiet resignation. Today, it's a different story. For with the progress of science, a way has at last been found to postpone the arrival of age-lines indefinitely, or to alleviate age signs that have already begun to form.

A "Miracle" Solution Is Discovered

It all began with a modern study of skin. What makes it softly silken? What makes it lose that envied quality? Scientists discovered that in youth, certain softening substances, known as cholesterol and esters, are found in the skin in adequate abundance. But as years roll on, nature more often than not becomes sluggish. Fewer of these important youth-keeping elements are manufactured by the body. And even worse . . . a frightening amount of lubricants are stolen away from the skin every day by wind, water, weather. Little wonder the complexion becomes dry and parched . . . a regular nesting place for ugly lines and "crow's feet!"

Having discovered an im-

portant cause of dry skin and its sad results, science set about to find relief. A solution was finally discovered that not only contained pure lanolin with its abundance of youthifying cholesterol and esters . . . but which presented those substances in a way that would penetrate skin of any age. Known as LANOLIN PLUS Liquid, this solution actually improves complexions overnight because it penetrates. It smooths the surface, then penetrates, to supply the skin with needed lubricants. Dryness noticeably diminishes. A fresh, moist look appears. And as the skin becomes more silky and supple with continued treatment, "crow's feet" and other lines become softer and less noticeable.

The Time Is Now...No Matter What Your Age!

If your skin is still young and soft-textured, now is the time to protect that beauty . . . to help keep that youthful glow indefinitely. Nightly applications of LANOLIN PLUS Liquid offer a new supply of the lubricants lost daily . . . postpone indefinitely the onset of dry skin with its disfiguring lines. And in the meantime, this skin-loving lubricant brings new dewy freshness to even the youngest of skins.



If You Are 30 Or Older

If tiny lines have just begun to trace themselves around your eyes, mouth . . . on your forehead, don't let them make further headway! LANOLIN PLUS Liquid actually penetrates the pores, helps flush out stale cosmetics. Then massage a few drops of Liquid into your skin just before retiring. Blot off excess. Your skin will feel dewy-smooth as a baby's.

Older skins, too, are vastly improved by conscientious daily applications of LANOLIN PLUS Liquid. This softening substance helps prevent aging lines and "crow's feet" from etching themselves deeply into the complexion. Instead, as the skin becomes smoother and more elastic looking, lines seem to blend into the general softness . . . become delicate accents instead of harsh delineations.

How To Reap the Greatest Benefits From Amazing Lanolin Plus Liquid

Use the pleasant lemon-colored liquid tonight, to remove every speck of make-up. LANOLIN PLUS Liquid actually penetrates the pores, helps flush out stale cosmetics. Then massage a few drops of Liquid into your skin just before retiring. Blot off excess. Your skin will feel dewy-smooth as a baby's.

A few drops of LANOLIN PLUS Liquid, used as a make-up base, keeps your complexion in contact with beneficial cholesterol and esters all day long. And its invisible film protects your skin from drying air and rough, wintry weather.

Warmed slightly, this penetrating solution is excellent as a facial . . . makes the skin tingle with warmth and smooth-skinned freshness. But no matter when and how you use it, do pamper your skin with LANOLIN PLUS Liquid, beginning tonight. Your complexion will be improved next morning after the very first nightly application. You'll actually SEE and FEEL this improvement. Keep it up. In almost no time at all, find your friends green with envy over your new looks. Only a dollar plus tax wherever cosmetics are sold.

WITHOUT LACQUER, WITHOUT A SHAMPOO SEE A MIRACLE HAPPEN TO YOUR HAIR IN SECONDS

A sudden date comes up—your hair is oily, stringy, your curls sagging, loose ends unmanageable—no time for a shampoo—can't get a beauty shop appointment, but here is your life saver. Amazing new "Sudden Date" by LANOLIN PLUS! Simply spray it through your hair and you'll brush out the dirt, oiliness and stringiness.

Your curls will tighten and your hair will sparkle because "Sudden Date" contains magic silicones. \$1.25 plus tax.

You'll Suddenly Seem To Have Grown An Entirely New and Flawless Skin

You will be startled when you see yourself—your friends will be startled when they see YOU—and Oh! how envious they will be!

LANOLIN PLUS Liquid Make-Up really covers the sins of skin. Those tiny lines and imperfections you so thoroughly hate, vanish from sight. So amazing is the covering power of this heavenly liquid, you could, if you wished, use a shade lighter than your own skin and still have a perfect new-skin look. And because it contains LANOLIN PLUS, it beauty-treats your skin every second you wear it. \$1 plus tax.

Be a Smoothie All Over From Top to Toe and Feel Better Dressed (Your Girdle Slips on Easier, Too)

Every square inch of you will feel silky-smooth when you caress yourself with this lanolin-rich body lotion—after your bath. LANOLIN PLUS Body Lotion imparts a softness and exquisite loveliness that is entirely new. The large 12-ounce bottle is only \$1.50 plus tax.

The Brightest News In Lipstick Comes From LANOLIN PLUS

The perfect lipstick for the new fashion in faces is the wonderful new LANOLIN PLUS Lipstick. It draws a clean line with ease and is as lasting as you want lipstick to be. It also contains real LANOLIN PLUS—for real lip softness. The shades are just right—as fashion-right as fashion-right can be, and extra bright. Expect your lips to be stared at . . . and envied when you wear it. \$1 plus tax in a case you'll be proud to take out of your purse.

New Kind of Shampoo Also Beauty Treatment For Hair New Twinkling Lustre, New Softness to the Touch with LANOLIN PLUS Shampoo

It is one thing to keep your hair and scalp clean and fresh, but quite another to keep it supplied with substances that make your hair manageable and glistening. LANOLIN PLUS Shampoo does both. LANOLIN PLUS Shampoo, \$1.

You Can Have Softer Hands Than He Ever Held Before

No one need ever know that you do your own work. You see, LANOLIN PLUS Hand Lotion provides your hands with an extra abundance of the softening cholesterol and esters that exposure and work remove. There is no way to hide hands, you know. They are always in evidence. Therefore, by using LANOLIN PLUS Hand Lotion, you keep your hands in such condition that they don't have to be hidden. \$1 plus tax.

This New Liquid Cleanser Softens As It Cleanses

The fresh, clean feel of your skin after its first cleansing with this creamy liquid will make you promise yourself that you'll never again bother with harsh cleansing methods. For LANOLIN PLUS Liquid Cleanser, with its base of esters and cholesterol, softens your skin and softens as it cleanses. \$1 plus tax.

Dry, Unmanageable Hair No Longer Necessary

Too often the highlights and softness meant for your hair are stolen by harsh hair treatments, water and the drying effects that come from exposure. If your hair is dull, dry and unmanageable, it will surely welcome the refreshing, softening influence of LANOLIN PLUS For The Hair. Only \$1 plus tax.

NEW BABY OIL Gives Complete Comfort to Baby So You and Your Husband Get More Sleep

Yes, a new baby oil has just been born. Just in time to help prevent diaper rash, chafing and chapping on your new baby.

The first baby oil to be enriched with LANOLIN PLUS, it guards as it gently soothes. Smooth it on after every diaper change to keep baby comfortable. \$1 wherever cosmetics are sold.

Good News for You Who Prefer Cleansing Cream

Now you have a cleansing cream that offers your skin a new supply of cholesterol and esters. But this wonderful softening action is not at the expense of cleansing thoroughness. LANOLIN PLUS Cleansing Cream For Dry Skin seems to dig out every tiny speck of dirt. \$1 plus tax wherever cosmetics are sold.

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3 Star Deluxe BICYCLE
"THE BUCCANEER"

Speedy bike has Therm-O-Matic frame, 26" wheels with white wall tires; air-flow tank; electric horn; 3 lights; luggage carrier; other great features!



GIRLS' GRAND PRIZE

Columbia
3 Star Deluxe BICYCLE
THE "EMPRESS"

An elegant model with Therm-O-Matic frame; 26" wheels with white wall tires; air-flow tank; electric horn; 3 lights; non-slip handle grips; other features!

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