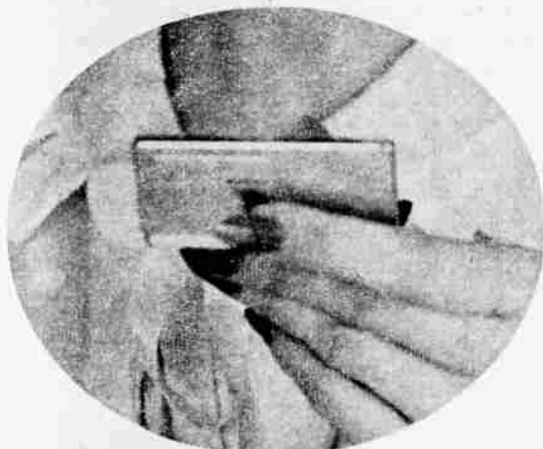




to Your Eyes



or the "right" hair style, creates a wonderful illusion and helps to correct facial imperfections. The right frames, worn for whatever reason, give your face a "lift."

Every woman who cares about her appearance uses eye make-up. A lass with glasses should remember that her specs are important frames to her eyes, and that lenses tend to dim the picture of the eyes unless it's emphasized. Such highlighting is done with the three basic tools of eye magic—eye shadow, eyebrow pencil, and mascara.

Select an eyeglass frame which is in proportion to the size of your face and balanced to its shape; the type of bridge should do kind things for your nose. The width across the top of your frames must equal or be greater than the widest part of your face, with the upper half of the frame following your brow line—never hiding it. Stray brow hairs should be judiciously plucked away, and your brows kept smooth and clean.

Select a frame color for positive effect—to dramatize, not fade the colors of your eyes and complexion.

Eye shadow brings out eye color, and makes the whites seem whiter and larger. Blue is becoming to most women, though any of the shades which bring out the color of your eyes should be considered. Save the more exotic shades for after dark.

Apply the shadow directly on your foundation, starting at the center of the lid. Blend it toward the outer edge of the eye, and up almost to the brow. Prominent eyes are minimized by concentrating the shadow more heavily on the lid centers; deep-set eyes take well to the crystal-like light

shadows which give lids an attractive sheen without darkening them; close-set eyes call for shadow applied to the outer half of each lid—to give a wide-apart look to your eyes.

Use shadow sparingly—better too little than too much. Play with it until you get the result that gives your eyes added color and beauty without seeming artificial.

Next, with a sharply pointed eyebrow pencil, draw a fine, thin line along the base of your lashes on both lids, ending with a slight up-tilt just past the eye.

After you've powdered your face and brows and brushed off the excess, start using the pencil for sleeking your brows. Don't darken them too much—just a shade or two darker than your hair color looks natural. For the very blonde, a medium to light brown pencil is best.

Apply your pencil to the hairs of the brows in short feather-like strokes, never directly on the skin unless it is to cover up a bare spot. Taper to a fine line with an upward tilt not too far beyond your eyes. A down-curve makes the eyes seem smaller, and gives you a tired, unhappy look. Blend and soften the pencil strokes by brushing lightly along each brow with your little finger for the most natural effect.

Last but not least, there's mascara, which few women can do without. The full length of even the most luxuriously long lashes is never noticed without help from this enchanting cosmetic.

With an even layer on a clean brush (follow the package instructions for the type you use), apply your mascara, beginning at the base of your lashes and stroking up and out toward their tips. Let them dry, and with a clean, dry brush, brush your lashes gently to separate them and remove any surplus mascara, leaving them soft and full and evenly colored.

It's best to apply mascara only to the upper lashes for daytime wear. Date-time calls for mascara on the lower lashes, too, but use even greater care here, to avoid mascara rings under your eyes.

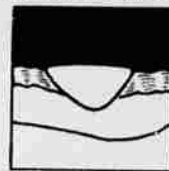
As with any make-up, we shouldn't see the cosmetic itself, but only be aware of its effect. A little practice in the subtle application of eye-magic, and you'll find it as simple as powdering your nose!

Now-Remove Corns in 3 days

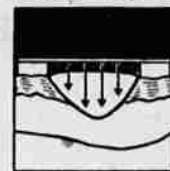
(AND RELIEVE PAIN OF CORNS RIGHT AWAY)

RESULTS GUARANTEED* WITH BLUE-JAY, the plastic corn plaster with exclusive wonder drug Phenylum®

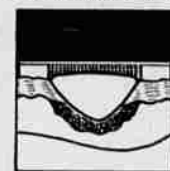
How Phenylum medication gets rid of corns from underneath...



NEW CORN develops when skin grows tough and horny under constant pressure.



FIRST DAY—Blue-Jay relieves pressure, while Phenylum penetrates to base of corn.



SECOND DAY—Phenylum starts growth of new cell tissue underneath. This loosens corn, pushes it up.



THIRD DAY—Corn now lifts out easily. Stubborn, long-established corns may require second application.

Medical science has found a fast and effective way to relieve the pain of a corn, and get rid of it at the same time.

This treatment works by getting to the base of the problem. It actually gets rid of your corn by pushing it up from underneath.

The secret is a wonder drug from the Blue-Jay laboratories which took years to perfect. That wonder drug is called Phenylum.

How BLUE-JAY Corn Plasters relieve pain, remove corn

The Blue-Jay plaster consists of a felt ring surrounding a pad with Phenylum. The felt relieves the pain of the corn by removing the pressure and friction which causes it.

Simultaneously, the Phenylum

goes to work to remove the source of the pain—the corn itself. It penetrates through the tough, horny skin of the corn to its base, where it stimulates the growth of new cell tissue.

In most corns, by the end of the third day this new tissue has grown to the point where it can be lifted out.

***Money Back Guarantee.** Follow directions, get relief from pain... get rid of ordinary corns in 3 days... or your money back from Blue-Jay, 309 W. Jackson Blvd., Chicago 6.

Regular or ladies size. Callus plasters, too. Look for the new BLUE-JAY package.

BLUE-JAY
CORN PLASTERS
Bauer & Black
DIVISION OF THE KENDALL COMPANY

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STOPS ITCH RELIEVES PAIN

For the first time science has found a new healing substance with the astonishing ability to shrink hemorrhoids and to relieve pain—without surgery.

In case after case, while gently relieving pain, actual reduction (shrinkage) took place.

Most amazing of all—results were so thorough that sufferers made astonishing statements like "Piles have ceased to be a problem!"

The secret is a new healing substance (Bio-Dyne®) — discovery of a world-famous research institute.

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