

"Beauty is not a need, but an ecstasy." ...Kahlil Gibran (The Prophet)

Dressing Table

"Beauty is eternally gazing at itself in a mirror." ...Kahlil Gibran (The Prophet)

Lanolin Plus Does Wonders For Your Skin

Your Skin Wakes Up to New Beauty and Exquisite Softness With Lanolin Plus Liquid

ONE OF THE most serious beauty problems women face is premature wrinkles, due to excessive dryness or climatic conditions. The longer this dry condition exists, the deeper and more permanent the premature wrinkles and crow's-feet become. Now with Lanolin Plus Liquid, you can help replenish vital oils that are so essential to a smoother, more youthful complexion.

Harsh cleansing methods remove the skin's natural lubricants—esters and cholesterol—and in many cases, may further dry out your skin. All you have to do is soften the skin and premature wrinkles become less and less apparent. Try this wonderfully refreshing facial with LANOLIN PLUS LIQUID at night before you go to bed. Your face will feel relaxed and refreshed—and you'll feel a glowing kind of youthful vitality in your skin. And when your skin feels this good, you just know it looks radiant and exquisitely smooth!



Hold a hot washcloth to your face and neck for about a minute to open pores and allow tired muscles to relax.



Warm the bottle of Lanolin Plus Liquid under hot water tap. Briefly massage into face and neck until skin begins to tingle.



After a few minutes, wipe your face petal-soft.

Your Hands Will Look Lovelier ...Feel Softer With Lanolin Plus Hand Lotion

You can't imagine what beauty you have in the palms of your hands until you use Lanolin Plus Hand Lotion. For Lanolin Plus, containing the right amount of lanolin with its valuable esters and cholesterol, penetrates your skin and replenishes vital oils that your hands need to make them feel and look smooth as silk.

It's no wonder that Lanolin Plus is so effective. Years ago on the plains of Australia, during sheep-shearing season, the hands of the men were dry and calloused. But almost immediately an amazing phenomenon occurred. Their hands became softer and smoother. The secret? Lanolin, the closest duplication of the natural oils of our human skin, is found in the fats and oils of the sheep's wool. As the men sheared the sheep, lanolin was absorbed into their skin. And gradually their hands became softer and smoother. Today chemists have found a way to blend an abundant amount of lanolin into Lanolin Plus. The formula holds an exclusive United States patent.



Lanolin Plus Hand Lotion can bring your hands loveliness you may have forgotten, or didn't know you really had. With each bottle, you receive as a gift the convenient dispenser shown here. Dispenser drops just the right amount of Lanolin Plus into your hands so you never waste a precious drop.

Treat your hands to this entirely new feeling of petal-freshness and softness. Use LANOLIN PLUS HAND LOTION all through your busy day. It works quickly, then disappears like magic. So reasonably priced, too—only one dollar, plus tax, at all cosmetic counters.

With Lanolin Plus Suntan Lotion, You Can Help Prevent Peeling...Get A Smooth, Even Tan

Here for the first time is a suntan lotion containing not only a filtering agent that screens out the sun's harmful ultra violet rays, but also an abundant amount of Lanolin Plus that helps to stop peeling before it ever gets started! Most peeling is due to excessive dryness caused by overexposure to the burning, drying rays of the sun. Lanolin Plus Suntan Lotion starts its softening action the minute you apply it to your body... and it keeps your skin thoroughly lubricated while you're under the sun.



No wonder you'll have your most attractive tan ever when you use Lanolin Plus Suntan Lotion. So economical, too. A dollar* bottle lasts the average sun-worshiper through a glorious tan. Get LANOLIN PLUS SUNTAN LOTION at your cosmetic counter now... and make sure your skin is soft and lovely every single day this summer. *plus tax

Make Your Skin Softer, Smoother "All Over" With Lanolin Plus Body Lotion

From the time of the early Egyptians, women who have longed for loveliness have tried to keep their skin soft and smooth with various fragrant oils. Now, for your every-day enjoyment, there is a heavenly body lotion, enriched with lanolin to keep every inch of you "petal-soft." No matter what the weather, this creamy-smooth liquid penetrates and protects your skin from the drying effects of sun, wind and dry air.

Never before was there such a luxuriant lotion—so delicately scented, so gently effective, as Lanolin Plus Body Lotion. You'll love the way it helps replenish vital oils, dried out from frequent bathing. A superb blend of protecting, softening oils and lanolin, this new body lotion makes you feel refreshingly relaxed, lovely all over!

It takes so little... spreads so easily... and is so economical that you'll want to use it faithfully. Don't let a day go by without using your LANOLIN PLUS BODY LOTION. You'll find the generous twelve-ounce bottle only \$1.50, plus tax, at all cosmetic counters.

Your Hair Will Be Lovelier, More Manageable If It's In Good Condition

All the new "hair-dos", rinses, permanents and bleaches in the world can't make your hair look prettier if it isn't in good condition. Simple, basic care of your hair is your first step toward hair beauty. And Lanolin Plus For The Hair should be your first thought.

If your hair is dull, dry and unmanageable, it will surely welcome the refreshing, softening influence of Lanolin Plus. For lanolin, with its rich base of stimulating esters and cholesterol, is the closest duplication of Nature's own lubricants. Too often the gleaming highlights and lovely softness that Nature meant for your hair to have are taken away by various kinds of harsh hair treatments, water, and the drying effects that come from exposure to sun or wind. When that happens—and even before it happens—look to Lanolin Plus For The Hair to supplement precious, natural oils and bring out sparkling highlights.

It can be used in several ways. Before a shampoo: Rub gently into scalp and massage hair strands. If you prefer, use it the night before you shampoo. After each shampoo: If dryness is severe, brush a few drops through the hair, and in the ends. Every day: A few drops brushed on help to keep unruly locks and stray ends beautifully in place.

You'll find, too, that the men of your house will like this new, lanolin-rich lotion for their hair. Imparts a well-groomed sheen to hair... and it's so lightly scented.

Give your hair a chance to look its best. Get LANOLIN PLUS FOR THE HAIR soon. At all cosmetic counters, only a dollar, plus tax.



You owe it to yourself to discover the wondrous things Lanolin Plus products can do for you. When you use them faithfully, you'll have the key that brings forth skin and hair beauty you may never have realized you had!

Bits About Beauty by Cynthia Russell

This summer, if you want to be sure your skin feels soft and looks smooth day and night, follow this simple routine carefully. When you've spent hours in the sun, your skin is apt to become very dry so after you bathe, use Lanolin Plus Body Lotion lavishly. That way you'll keep your shoulders, arms and back looking soft and lovely-to-touch when you wear your off-the-shoulder evening clothes.

after bathing, apply your Lanolin Plus Body Lotion before you're completely dry. You'll find that it spreads more easily and disappears more quickly, leaving your skin satin-smooth and feeling wonderful!

rolls and all summer long your hair will look like shining satin. If you're going on a vacation, be sure to pack an old pair of cotton gloves. Then every night when you go to bed, massage LANOLIN PLUS HAND LOTION into your hands and around the base of your nails to help prevent callouses and hangnails. Wear your cotton gloves overnight and see how lovely and soft your hands feel the next morning. (Chances are you'll discover that your manicure lasts longer, too!)



To have that luxurious feeling of petal-softness and freshness

Reveal Your Hair's Natural Loveliness With Lanolin Plus Hard Water Shampoo

Perhaps you are one of the many women who are at a loss to know how to keep their hair and scalp scrupulously clean... yet preserve the natural oils that are essential to soft, glistening hair. Possibly you've found that ordinary cleansing has either had a severe drying action, leaving the scalp flaky and the hair brittle and unmanageable, or has left a sticky, dulling film on your hair.

Now, Lanolin Plus Hard Water Shampoo answers this problem for you. For this is the shampoo that contains a superabundance of lanolin, the nearest duplication of nature's own oils. It not only helps lubricate scalp and soften hair, but at the same time it lathers beautifully in the hardest water. Its rich, lanolized suds thoroughly whisk away dirt and grime so that the hair is left soft and silken and gleaming, as it should be. Just as the shampoo cleanses, its oil pampers the hair.

It's economical, too, because it's fast-acting, and ordinarily only one application is needed each time you wash your hair.

All cosmetic counters can supply you with LANOLIN PLUS HARD WATER SHAMPOO for only a dollar. You'll never know how really clean, soft and manageable your hair can be until you use this thorough shampoo, containing such a generous supply of lanolin. Try it, and see if you're not amazed at the new loveliness it gives to your hair.



Lanolin Plus

Lanolin Plus Agrees With Your Skin... Makes It Feel Better... Look Softer, More Youthful!

THE LOVELY, SMOOTH SKIN of a baby is naturally soft and supple because Nature's inner lubricants keep it that way. But as time goes by, these natural oils become less plentiful and, in addition, are removed by sun, wind, dry indoor air and harsh cleansing. Years ago it was found that the wool of sheep contains a substance known as lanolin, which, because of its rich base of beneficial esters and cholesterol, is most similar to the natural oils of our human skin.

The chemists who created Lanolin Plus planned their formula to include highly refined lanolin and other skin-beautifying ingredients. Because of its thorough action, it helps to maintain the proper lubricating balance both for complexions that are too dry or too oily. It also supplies normal skin with the priceless softening influence it needs to stay soft and silken-textured.

With your very first touch of Lanolin Plus Liquid, you'll see for yourself how exquisitely soft and fresh your skin can feel. Words can't describe that feeling, but once you know it, you'll never want to lose it. If you use Lanolin Plus faithfully and regularly, you'll find that harsh dryness will disappear... premature wrinkles and crow's-feet due to excessive dryness or climatic conditions become less and less noticeable.

Use Lanolin Plus Liquid to pamper your skin overnight while you sleep... use it as a cleanser to make your face feel cleaner, fresher than ever before. And you'll find it does wonders for replenishing vital oils removed from the skin by wind and the burning, ultra violet rays of the sun. If your heels, insteps or toes are calloused or rough, a relaxing foot bath, followed by a Lanolin Plus Liquid massage, will soften and soothe the dried out areas.

The most feminine desire in the world is to stay lovely and youthful looking. Now—with the softening qualities of Lanolin Plus Liquid—all women can help to achieve this desire. For this almost-miraculous Liquid replenishes vital oils that help to deter dry skin with its devastating effects.

Take a long, objective look at your complexion. Is it everything you want it to be? Or would it welcome a chance to absorb some of Nature's own kind of lubricants? Lanolin is the closest duplication of these natural oils. So don't wait another day to discover the wonders of LANOLIN PLUS LIQUID. One dollar* is such a tiny price to pay for the glorious feeling of having skin that you know is soft and carefree, and more youthful looking than you ever imagined!

Skin Feels Cleaner—Fresh-As-A-Daisy—With Lanolin Plus Liquid Cleanser

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, richly endowed with lanolin and its rich base of esters and cholesterol, penetrates your skin and softens as it cleanses. Lanolin Plus Liquid Cleanser is compounded so that there is no harsh, drying effect. Instead, it offers the wonderful lubricating influence of lanolin itself that combats drying conditions due to lack of natural oils.

There's a good reason why lanolin is so beneficial to your skin. Lanolin is obtained from sheep's wool and is most similar to the natural oils of our human skin. So when Nature's own lubricants are so closely duplicated, it's no wonder that your skin responds quickly and eagerly.

LANOLIN PLUS LIQUID CLEANSER should be a "must" in your daily skin care. It's amazingly effective... delightfully refreshing... and so economical! Only one dollar plus tax at all cosmetic counters.

BEAUTY BOX

You can have the best even if your Beauty's on a Budget! For only \$1.00*



Prices quoted do not include tax. *All products are \$1.00 except the 12-ounce size of Lanolin Plus Body Lotion which is \$1.50 CONSOLIDATED COSMETICS, 80 WEST HUBBARD STREET, CHICAGO 10, ILLINOIS