



AFTER THIRTY your natural supply of estrogens, which encourage retention of moisture in the skin cells, begins to wane. That's when Helena Rubinstein's Estrogenic Hormone Treatment preparations become a vital necessity to you if you really care about maintaining your youthful looks — and of course you do! The Estrogenic Hormone Oil, shown being applied here, and the cream are readily absorbed and stimulate the cells of the under-skin to collect moisture from within and hold it, so that the outer skin becomes plumped up and smooth. The oil is meant particularly for the throat and hands and the cream for the face. Both should be gently massaged in with upward and outward motions.

HORMONE TREATMENT

The fear of looking old has reached an all-time high in this country, with women everywhere searching for the answer to the problem of encroaching years. "In this age of wonder ingredients," the internationally renowned Helena Rubinstein says of this predicament, it's a paradox that women should be so fearful of old age. Of all the modern scientific ingredients, hormones such as those contained in my biological preparations are the most outstandingly effective and the best recognized. They treat the skin by natural means. So first women should stop worrying about old age, because fear only adds wrinkles. Then they should take constructive action by using hormone preparations regularly.

Just now, Madame Rubinstein's hormone preparations are being offered at the especially low prices of her annual combination-package sale. In Estrogenic Hormone Cream and Oil, and Silk-Tone Special Foundation with Hormones, are the marvelous moisturizing ingredients that plump out the tiny wrinkles, smooth the skin, and keep youth in the face. Millions of American women attest to the astounding results achieved by the external application of hormones. They know these preparations "work" — because they see the evidence in their own faces. And each passing year, more women made wise to the benefits available to them, become devoted to hormone preparations.

Diets, so much in the American consciousness these days, can do dreadful things to a woman's facial skin. Although necessary, it is by its very nature dehydrating — leaving the skin dried and loose in areas formerly kept plump and firm by excess fat. Scientifically compounded estrogenic hormone preparations counteract this distressing result of dieting with marvelous efficiency — the principle being the same, of course, as it is for the aging skin.

This principle is the moisturizing effect of natural estrogens, applied externally. The estrogens in the body encourage retention in the

skin cells of the vital moisture which fills out creases and smooths the skin's surface. After thirty years of age, nature's own estrogen supply begins to fall. When Madame Rubinstein's scientifically compounded hormone preparations are applied, they are readily absorbed and stimulate the cells of the under-skin, returning them to a healthy state so that they can collect moisture from within and hold it a full capacity. The outer skin then becomes plumped up, smoothed and naturally elastic. In effect, years are dropped from the condition and appearance of the skin.

For many years, starting long before she introduced it to the public, Madame Rubinstein has been using hormone preparations on her skin. Her smooth, fresh complexion is dramatic proof of estrogenic hormone effectiveness. Medical authorities now confirm her early findings on the subject, made some 30 years ago through painstaking scientific research, as to this effectiveness and the safety of the preparations employing hormones.

Every year the special combination-package sale of hormone preparations is offered to encourage women who have not yet used them to do so. Once introduced to Estrogenic Hormone Cream and Oil, Silk-Tone Special Foundation with Hormones, and other preparations containing the wonder-working ingredients, a woman becomes their devotee for life!

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"KISSING POODLES" is the name of this amusing party skirt made of all wool felt in Rhythm Pink and decorated with clipped wool yarn poodles of Melody Blue. The little girl poodle wears a white skirt banded in pink and blue. The skirt is by Kinleola of California and the blouse of Melody Blue Heller jersey, also all wool, by Lee Mar of California. The scoop neckline and edges of the three-quarter sleeves are trimmed with self-braid. Photo from the Wool Bureau, Inc.



LETTUCE, cabbage, carrots, peas — all come to life in a tasty Vegetable Garden Salad when you blend them with a dressing made with Old Fashion Garlic Salad Dressing Mix—the kind that come in an envelope. The photograph and recipe are courtesy of Good Seasons Salad Dressing Mix.

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Easy Seasonings For Good Salads

The word "salad" originated in Caesar's day, for early Romans added salt, called "sal," to greens. But salads have made great strides since Caesar's day, especially since we've learned to add more than "sal" to the ingredients!

The success of a salad depends upon the dressing and it should be light and delicate, yet zestful enough to let our taste buds say that something wonderful has happened to salad. Colorful carrots, peas, cabbage, radishes, tomatoes and onion come alive with flavor when tossed with a dressing made from an envelope of salad dressing mix. This is an easy way to get seasonings just right, for the packaged herbs and spices are carefully blended, and ready for the addition of vinegar, water and oil. Or, you can substitute wine for the quantity of water called for to make a different variation. Either way, this French-type dressing highlights the best flavor of the salad ingredients and provides another delightful way for your family to enjoy fresh vegetables.

- VEGETABLE GARDEN SALAD**
1 package Old Fashion Garlic Salad Dressing Mix
Vinegar, water, oil
1 cup 1-inch pieces head or leaf lettuce
1 cup 1-inch pieces chicory
1 cup shredded white or red cabbage
1 cup shredded carrots
1/2 cup cooked peas
1/2 cup chopped cooked string beans
2 tablespoons finely chopped green onions (optional)
1 large tomato, peeled and cut

- into wedges
1/2 teaspoon salt
1/2 cup mixed dressing
2 hard-cooked eggs, sliced
Combine salad dressing mix, vinegar, water and oil as directed on the package or bottle.
Combine lettuce, chicory, cabbage, carrots, peas, beans, onions,

tomato wedges, and salt. Add 1/2 cup of the mixed dressing and toss lightly. Garnish with the sliced eggs. Makes 5 1/2 cups, or 3 or 4 servings entire salad, or 6 to 8 servings side salad.

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