



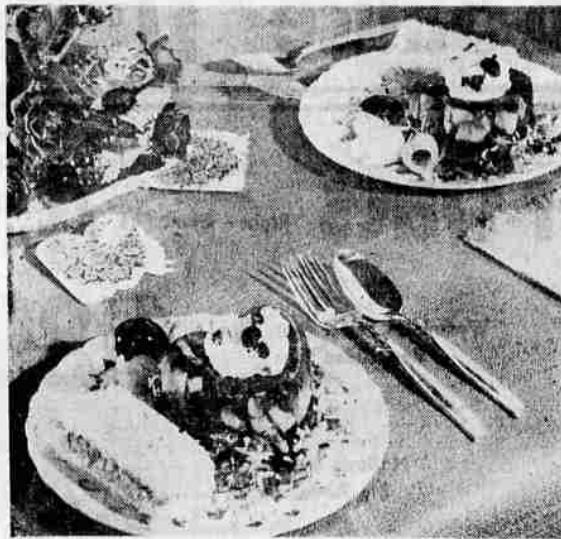
BIRTHDAY CAKES are smaller than they used to be. When you have to crowd 30-plus candles on one little cake, it is smart to let one candle do the work of 10. And when you're 30-plus, it's smart to let Bonne Bell's "Plus 30 Hormone Cream" do the work that nature does to do for you. That's what this put-to-the-test cream does when you use it every night to help replenish the skin's own failing supply of estrogenic hormones.

TRY BONNE BELL'S

Thirty is a delightful age for a woman. In spite of our American youth-worship, it's wonderful how many women will even tell you proudly that 35 is the perfect age. In fact, the woman who knows how to grow older (not "old") gracefully, will admit that every age of woman has its compensations. But the very word, compensations, implies disadvantages.

So, although at 30-plus you have acquired a degree of philosophic wisdom, greater depth of understanding, a mature charm and poise, and the satisfaction of achievement, your complexion is apt to be less attractive than your character. Biological and physiological changes have also marked the passage of time. This is neither a personal nor a national disgrace. But inasmuch as modern cosmetic science can help you allay the "looks of the years," you would be foolish indeed not to accept its help gratefully.

After 30 (let's face it!) your skin starts to wither, imperceptibly at first, then the lines grow deeper, the signs more apparent. The natural supply of estrogenic hormones, which has kept your skin so firm and youthful before, is now diminishing. To prove that her "Plus 30 Hormone Cream" helps restore youth-giving estrogen to maturing skin, Bonne Bell commissioned a famous New York dermatologist to conduct a lengthy, scientific research on Plus 30 Cream. This research was later published in an official medical journal and it definitely proved that "Plus 30 Cream" will help revitalize your skin with natural estrogenic hormones and give you a younger, firmer, smoother complexion. Secondly, it moisturizes the after-30 dry skin which is dry why? Because it lacks moisture. And with lanolin added, "Plus 30 Cream" also lubricates the skin, making it softer, more pliant, more resilient. Economical to use, only about 1/2 teaspoonful is required for each nightly application. If you are about to enjoy your 30th birthday, or even if that candle was blown out long ago, Bonne Bell has a birthday present for you. During the month of January only, the four ounce jar of "Plus 30 Cream" is offered at half price.



WALDORF SALAD with crisp apples and celery and plump sweet raisins, molded in red gelatin spiced with cinnamon candies makes pretty little hearts for a birthday luncheon or for Valentine's Day entertaining.

Salad Molds

Gayer than springtime are these pretty red "Cinnamon Waldorf Molds," and certainly just right for Valentine's Day entertaining. Any time close to February 14th one can use the hearts and flowers theme for food and decorations, and these salads of sparkling red gelatin molded in heart shapes are pretty as can be. The cinnamon flavor is delicious with crisp apple and celery, and chewy sweet raisins. A fluff of cream cheese on top, with a few raisins and almonds adding their good flavors, takes the place of salad dressing.

Heat water with cinnamon candies slowly to dissolve candies. Dissolve gelatin in hot liquid. Blend in lemon juice and raisins. Cool until slightly thickened. Pare, core and dice apple. Fold apple and celery into thickened gelatin, and spoon into individual molds. Chill until firm. Unmold on salad greens and top with a spoonful of Cheese Dressing.

Cheese Dressing: Soften cheese with a fork, and gradually blend in orange juice. Rinse, drain and chop raisins. Blend raisins and almonds into cheese mixture. Makes 9 small heart-shaped molds.

Serve dainty little sandwiches as accompaniments for bridge club refreshments. If you've no parties in the offing, treat the family to these pretty red hearts for Valentine's Day dinner.

- CINNAMON WALDORF MOLDS**
- 1 3/4 cups water
 - 1/4 cup red cinnamon candies
 - 1 package cherry-flavored gelatin
 - 3 tablespoons lemon juice
 - 1-3 cup light or dark raisins
 - 1 medium-sized apple
 - 1/2 cup sliced celery
 - Salad greens
- CHEESE DRESSING**
- 1 (3-ounce) package cream cheese
 - 2 tablespoons orange juice

AVOID MONOTONY

School or business lunches can get monotonous when they consist of simply sandwiches, cookies or cup cakes. Add a small serving (in a covered plastic cup) of salad now and then, a big red apple or celery and carrot sticks.

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