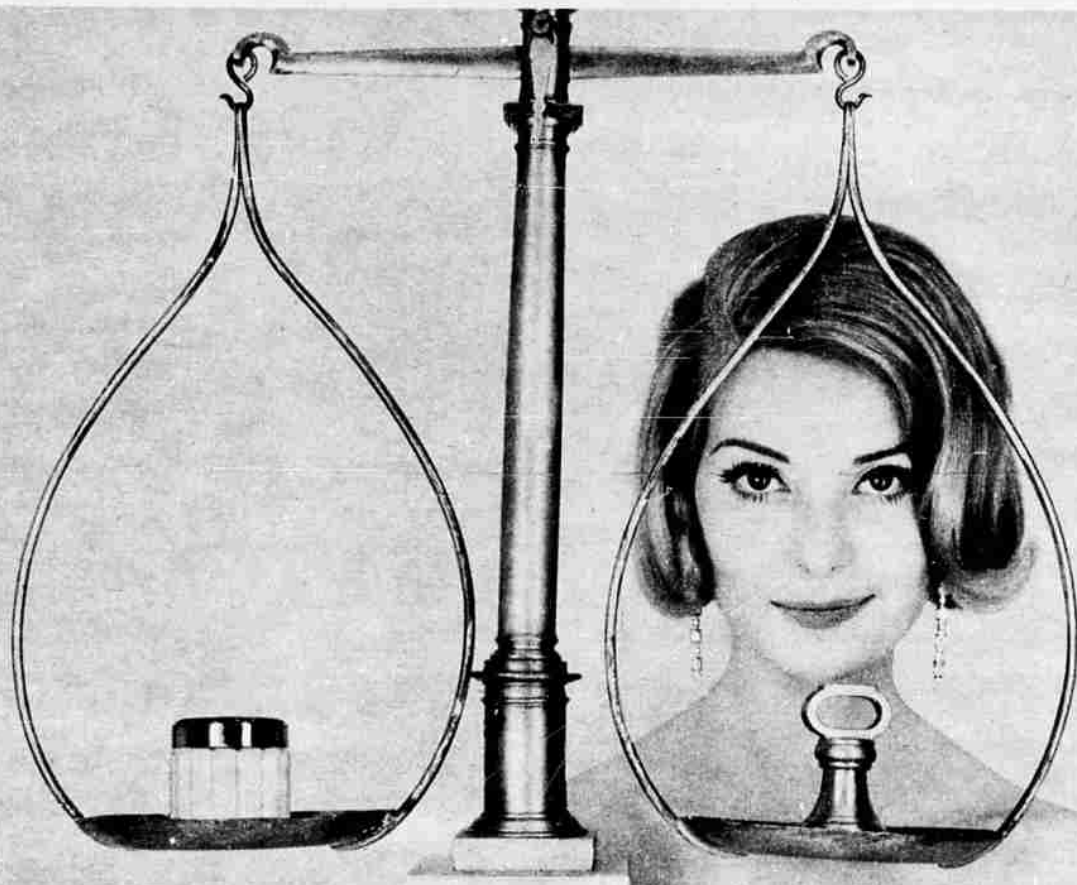




IS A FACE CREAM WORTH ITS WEIGHT IN GOLD?

The Reader's Digest states that sensibly priced creams can keep your skin just as smooth and lovely as those with so-called "miracle" ingredients, and says in its Report to Consumers*... "We know of no medical evidence to show that the addition of these substances to a face cream will make it any more effective." "...The price of a cream needn't be the index of its quality and usefulness." "...For all women the basic rule is: cleanse and lubricate... the older the woman the less soap and more cream."

*See November 1960 Reader's Digest Report to Consumers, "The Outrageous Cost of Facial Beauty."

Pond's has proven that the world's most effective beauty creams can be produced at reasonable cost yet they give your skin all the help known to cosmetic science. Pond's beauty care is built around three fine creams, specially formulated to cleanse, lubricate, soften, and smooth the skin... no cream can do more!

To millions of women, all over the world, Pond's famous treatment creams are "worth their weight in gold," in their beautifying effect. Yet they are offered to you at a fair price!

The Reader's Digest gives advice on cleansing, lubricating, moisturizing—and says, "Every woman can undertake sensible, specific and inexpensive care" ★ ★ ★ This is exactly what Pond's provides! Because Pond's Creams are formulated for specific problems—to help you look lovelier!



Pond's Cold Cream for thorough cleansing and lubricating. No other kind of cleansing clears pores more thoroughly, more gently. And Pond's floods your skin with moisture—keeps it soft, smooth.



Pond's Dry Skin Cream provides extra lubrication for older or dry skins. Enriched with Stimulin and moisturized Lanolin, it starts to remove dry flakes in only 10 minutes... plumps out dry lines, softens and moisturizes.



Pond's Moisture Base works invisibly under makeup to keep moisture level of your skin in perfect balance. Protects against weather and drying effects of makeup. Greaseless, so makeup never streaks.

Pond's Guarantees Beautiful Results!

If you don't agree that Pond's creams keep your skin as young looking, smooth and lovely as any cream you have ever used, whatever its price, Pond's will gladly refund your purchase price in full. Simply send the cap of the jar, with your name and address to Pond's Creams, P. O. Box 34, New York 46, New York. Offer limited to one trial of each cream.