

the world's distinguished women follow



top group . . . MRS. CORNELIUS VANDERBILT, JR. .
MRS. ALLAN A. RYAN, JR. . MISS HELEN CHOATE

middle group . . . MRS. GIFFORD PINCHOT II .
LADY VIOLET ASTOR . MRS. ADRIAN ISELIN II

lower group . . . THE COUNTESS HOWE . . .
MRS. JOHN DAVIS LODGE . LADY BUCHANAN-JARDINE

Pond's 4 steps to beauty

LOOK—and you will see that the world's distinguished women are its most beautiful women, too. Think—and you will be convinced that personal loveliness is a woman's likeliest way to win distinction. Then act—follow the example of the beauties pictured here. Pond's famous Method keeps their skin (as it will keep yours) always clear, smooth, fresh as flowers. Wherever they go, they follow (as you should too) Pond's four steps to beauty.

As Lady Violet Astor says, "Pond's have done a wonderful service to women!"

Beautiful Mrs. Cornelius Vanderbilt, Jr. says, "Even on our Nevada ranch I have my daily facial with Pond's. One can keep one's skin young and lovely with just these marvelous Two Creams, the exquisitely fine Tissues, and the wonderfully invigorating Tonic."

Just four simple steps!

FIRST . . . Pond's Cold Cream. "It cleanses divinely!" says Miss Helen Choate. Apply it lavishly all over your face and neck, for pore-deep cleansing. Make a fine art of patting in the cream with gentle, caressing, upward, outward motions. Wait a few moments so the fine oils can sink down into the pores and coax up every speck of dirt to the surface.

SECOND . . . Wipe away all cream and dirt with Pond's Cleansing Tissues, following the same caressing motions as before. These velvety new Tissues are soft and amazingly absorbent, more efficacious, more economical than old-time towels and "rags." Mrs. Gifford Pinchot II calls them "the perfect way to remove cold cream."

THIRD . . . Pond's Skin Freshener to remove all trace of oiliness after cold cream cleansing, to close and refine the pores. Soak a sizable pad of cotton. Dab briskly till your cheeks glow fresh as a rose. Lady Buchanan-Jardine says this fragrant mild astringent is "just the skin tonic we all need to tone us up."

LAST . . . to keep your skin looking fresh and lovely, smooth on Pond's Vanishing Cream, a delicate film before you powder. You will delight in this well-bred "finish." Rouge blends more subtly, powder clings more graciously than ever before. Now your skin is perfect—cleansed, firmed, vital with glowing health, impeccably groomed.

"A straightforward way of keeping fit," beautiful Countess Howe sums it all up. "One can do it all by oneself at home or in the country, wherever one may be. So naturally I'm enthusiastic about Pond's!"

Follow this marvelous Method, and you too, will be enthusiastic—and lovely!

SEND 10¢ FOR POND'S 4 PRODUCTS

POND'S EXTRACT COMPANY, Dept. L
143 Hudson Street . . . New York City

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