

NOW WE PRINT THE FACTS



Who else wants skin like this?

● Women:—Read this article through to the end. It will take you 2½ minutes. It may mean much to you.

FOR certain reasons . . . until now it has been impossible to print complete details of the recent cosmetic test that has caused such an uproar throughout the country . . .

We are now able to do this. Read the amazing facts that follow.

On July 25, 1930, twenty-seven creams and lotions, made by the best-known "salon" lines bearing famous "individual" names were selected for test.

They were tested in direct comparison with three popular priced products, a cleansing cream, a liquid cleanser and a softening cream.

Henry W. Banks, 3d, Consulting Chemist, New York City, directed the work.

It took 17 days to make the analyses and compile the report.

At the end of that time, the Banks Report, a 32-page document, presented the most startling revelations ever divulged in the cosmetic industry.

What Report Shows

A summary of the findings in this report are shown in Banks' affidavit, directly at right above.

Thus for the first time in the history of the cosmetic industry you get salon quality products at actually the cost of ordinary creams and lotions!



SCIENTISTS spent three years perfecting these new skin-care aids.

How is it possible to make salon quality products to sell at a popular price?

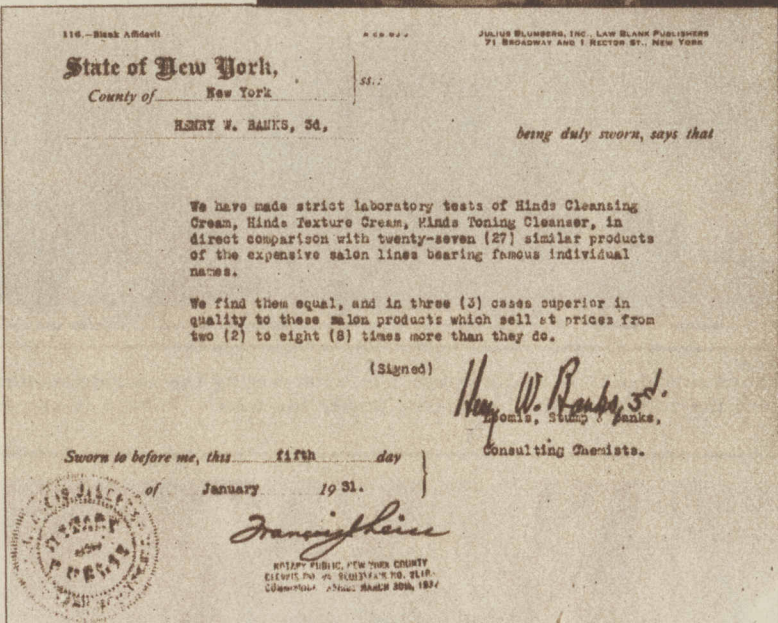
Scientists at the Hinds Laboratories, Bloomfield, New Jersey, took three years to answer this question.

Three years of research in skin care methods, experimentation, study of the raw materials market. By making three products most needed in skin care instead of twenty or more, as salon manufacturers do, they solved the problem.

Findings in the Cleansing Cream Field

A study of cleansing creams revealed the modern cleansing cream liquefies.

Ordinary "heavy" type cleansing creams that go on skin like lard were deemed inadvisable.



Banks' Affidavit

They stay "solid" until rubbed vigorously. This rubbing stretches skin . . . pushes dirt still deeper into pores. Skin texture may be ruined. Pore enlargement may come.

Hence, the New Hinds Cleansing Cream liquefies.

The moment you apply, it melts, gently penetrates pores, floats out all dirt and dust.

Your skin feels clean and soothed. Its delicate texture is protected. You avoid all that rubbing.

Is it not folly to continue with these old-type "solid" creams which may make trouble when now you can get this expensive-type liquefying cream for 40¢ the small jar, 65¢ the large?

A Way to End Large Pores is Discovered

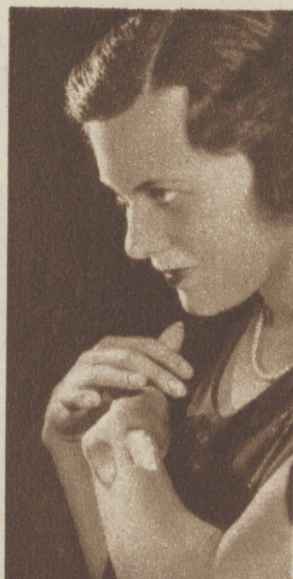
A new way of pore refining was one of the most outstanding results of the three years' research.

It's a way that not only refines pores, but does so in a remarkably short time.

You accomplish this by means of a liquid which is both a cleanser and a solvent.

What It Does

First, it thoroughly cleans surface of skin, then it enters pores and dissolves out accumulated pore residue. Re-



DIFFERENT! Unretouched photo shows difference in ordinary cleansing cream and Hinds Cleansing Cream. See how Hinds melts, while other stays "solid."

lieved of this residue, pores shrink back to normal size.

(Diagram shows how solvent of real penetrating power is needed to enter minute curving pore channel. And thus dissolve out this unexpelled residue which causes pores to enlarge. No ordinary method will do it.)

Observe how skin is left cool, clean, exhilarated. Due to a special ingredient used in the formula this delightful cooling sensation remains half an hour or longer after liquid is applied.

Use after cleansing cream to remove all traces of grease, all lingering particles of dirt, dust.

Use during day to cleanse skin when renewing make-up. Make-up then applied gives you the lustrous look of glowing health.

New Delicate Skin Texture

Note, please, the new delicate skin texture, the vivid cleanness regular use of Hinds Toning Cleanser brings you.

Do not confuse Hinds Toning Cleanser with skin tonics and fresheners. It is a liquid cleanser which refines pores. Hinds Toning Cleanser, 65¢.

Read heretofore suppressed details of recent cosmetic test made at New York Laboratory. Why these startling facts are revealed for first time.



PILING UP THE EVIDENCE . . . Dramatic test made at New York Laboratory proves three new popular priced skin-care aids equal in quality to salon products costing two to eight times more.

night . . . it is utterly unlike greasy softening creams. Hence you retire with face smooth and lovely. No need to smooth towel over pillow for fear of grease on linen.

No need to be uncomfortable with grease on face . . . in hair.

Absorbed rapidly by the skin, this scientifically compounded cream works through the night. Counteracts tight drawn feeling of skin, scaliness, dryness.

LOOKS LOVELY. New greasless cream for dry skins is absorbed rapidly by skin . . . Leaves no grease on face to make you uncomfortable . . . unattractive . . . at night. See details above.

See how satin-smooth and flexible this new softening cream makes skin.

See how skin regains smooth, dewy texture of youth.

Hinds Texture Cream, 40¢ and 65¢.

Special Note

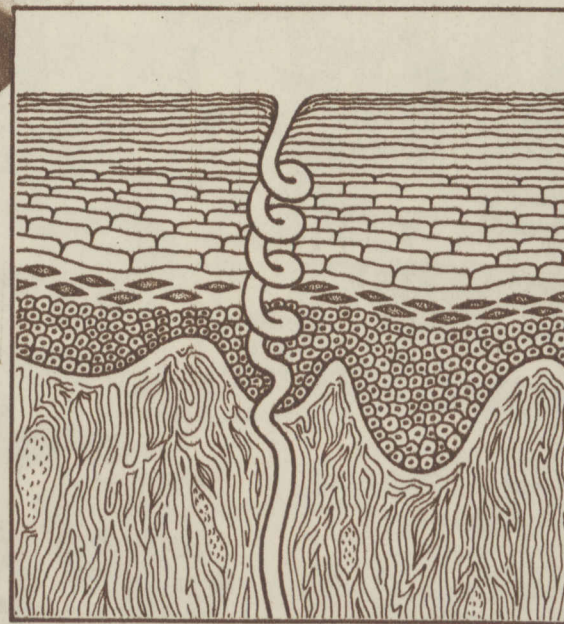
These three new Hinds Products are scientifically compounded to supplement each other. Three years have been spent in research at the Hinds laboratories to perfect them.

Use them together, please. We urge you not to counteract their good effect by using ordinary creams and lotions with them.

Remember, these statements do not come from some unknown manufacturer—they come from that fine, old conservative firm, A. S. Hinds Co., makers of Hinds Honey & Almond Cream—known and used by American women for over 50 years.

Insist on the genuine Hinds Cleansing Cream, Hinds Texture Cream (in 40¢ and 65¢ sizes), and Hinds Toning Cleanser, 65¢. At all druggists. A. S. Hinds Co., Bloomfield, N. J.

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PORE AS IT GOES DOWN through skin layers. Opening fills with pore residue which accumulates over a period of time.

If residue is not removed, pores stretch to make a place for it.

That is why you see large ugly pores on many women.

Only a solvent with real penetrating power can enter this minute curving channel and dissolve pore residue. And thus let pores shrink back to their normal fine state.

(Diagram made from microscopic drawing)

Now We Come to Dry Skins

Dry skins have increased rapidly the last few years.

Hence, the third member of this trio is a remarkable Greasless Cream that makes skin satin-soft . . . ends all that dry scaly condition. Hinds Texture Cream it's called.

A light, delicate cream you apply at

