



"EAST... WEST... Pond's is Best"



SAY

MRS BIDDLE STEWART
of New York and Philadelphia

MRS HOWARD SPRECKELS
of San Francisco



"Beauty is romance and romance is youth! To cherish youth, to live for beauty is the sure way to make your dreams come true." So says Mrs. Biddle Stewart, herself so lovely that her friends call her the Fairy Princess. Her flawless ivory skin contrasts with her dark eyes and cherry lips. She always uses Pond's because she says she finds it "the best and easiest method of home complexion care."



One of the best-known members of this distinguished California family, Mrs. Howard Spreckels is dowered with an arresting patrician beauty—gray eyes, hair like a copper beech in sunshine, skin delicate and clear. She finds Pond's "a boon for every busy woman who must keep her skin nice with a minimum of time and pains." (Below) Mrs. Spreckels in the charming rose garden of her home at Burlingame.



"EAST. WEST... POND'S IS BEST." All over this vast continent, beauty-wise women agree with Mrs. Stewart and Mrs. Spreckels.

From New York to San Francisco, in every city and in the country, on Eastern farm and Western prairie, on Northern ranch and Southern plantation... women's experience has proved the efficacy of these four delightful preparations to keep the skin fresh and fair... no matter what the climate or other adverse conditions may be.

Smoke, soot and grime in busy cities... parching, dust-laden winds... these do not dismay those who know the magic power of

Pond's Cold Cream to cleanse the skin immaculately, to safeguard its precious youthful suppleness and smoothness against all danger of weathering and wrinkling...

With Pond's Cleansing Tissues, feather-light and super-absorbent, to wipe away every trace of dirt with the cream...

And Pond's Skin Freshener, safe and mild

astriagent, to tone and tighten the pores, promote fresh, natural color, and keep the skin texture satin-smooth and fine.

Burning summer suns and arctic winter storms and cold cannot affect the flower-like loveliness of delicate complexions protected by Pond's Vanishing Cream... a powder base

that is "a true handmaiden of romance," as Mrs. Biddle Stewart says, "for it keeps one's nose from looking shiny and one's hands always velvet-white!"

Mrs. Spreckels says, "Pond's is a boon to every busy woman who must keep her skin nice with a minimum of time and pains."

Let your experience prove the value of the four steps of Pond's Method as follows:

During the

day—first, for pore-deep cleansing, amply apply Pond's Cold Cream over your face and neck, several times, always after exposure. Pat in with upward, outward strokes, waiting to let the fine oils sink into the pores and float the dirt to the surface.

Second—wipe away with Pond's Cleansing Tissues, super-absorbent, peach-color or white.

Third—pat cleansed skin briskly with Pond's Freshener to banish oiliness, close and reduce pores, tighten, tone and firm.

Last—smooth on Pond's Vanishing Cream for powder base, protection, exquisite finish.

At bedtime—cleanse immaculately with Cold Cream and wipe away with Tissues.



SEND 10¢ FOR POND'S FOUR FAMOUS PREPARATIONS
POND'S EXTRACT COMPANY, Dept. T
143 Hudson Street New York City

Name _____
Street _____
City _____