

# Beauty

adorns names proud in History



*Mrs. Alexander Hamilton*

is very lovely, with an exquisite fair skin and blonde hair full of golden lights. She is the bride of the late J. Pierpont Morgan's grandson, a great-great-grandson of Alexander Hamilton, the distinguished Federalist and first Secretary of the Treasury.

*The Duchesse de Nemours*

is enchantingly blonde and beautiful, with a flawless complexion. Before the royal romance of her marriage to a scion of the house of Bourbon-Orléans, she was Miss Marguerite Watson, a brilliant favorite of Washington and Newport society.

These distinguished women guard their lovely skin with this simple, sure, swift care



Lady Alexandra Haig

"Noblesse oblige!" says the lovely young Duchesse de Nemours. "In Europe, women of title guard their beauty as they guard their ancestral jewels. They prize a flower-like complexion as an essential hallmark of race and breeding. So no wonder I am grateful for my faithful use of Pond's."

Many famous European beauties of proud old lineage attribute the velvet perfection of their skin to this same sure care. The stately Spanish Duquesa de Alba says: "Inherited wisdom and modern sophistication bring us no aid more effective than Pond's . . . They give refreshment, stimulation, protection."

The piquante Marquise de Polignac, a chic Parisienne, says: "Except for lipstick, make-up is *démodé* in France, and a skin of absolute perfection is indispensable. I have got the Pond's habit! These guardians keep my skin smooth and firm and white as the exacting mode requires."



The Marquise de Polignac

Two charming young English girls of title speak with frank enthusiasm. "If débutantes had time to write up diaries," Lady Georgiana Curzon says, "the name of Pond's would certainly occur in every page . . . Pond's Method is a blessing! It is so quick and simple it makes it easy always to look your best."

Lady Alexandra Haig says, "It is up to everyone these days to look her smartest and prettiest. In town or country, I follow a daily treatment with Pond's foursome—the last word in complete beauty care."

Lady Louis Mountbatten, who is beautiful and blonde, a member of



Lady Georgiana Curzon

the English royal family, has for years attributed the exquisite charm of her fair skin to the essential cleansing and protection given by Pond's Two Creams, Tissues and Skin Freshener.

Mrs. Alexander Hamilton, one of the loveliest young aristocrats of our own America, says: "I have used

Pond's for years. There is nothing like Pond's Method for day-in, day-out care. The four steps are so simple and quick that, no matter how crowded your engagement book is, you always have time for them."

You yourself have only to follow Pond's Method faithfully to win an



The Duquesa de Alba

enchantingly fresh, clear, lovely skin. FIRST—during the day, for thorough cleansing, apply Pond's Cold Cream over 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 all cream and dirt with Pond's Cleansing Tissues, soft, ample, super-absorbent. Peach color and white.

THIRD—pat cleansed skin with Pond's Skin Freshener to banish oiliness, close and reduce pores, tone and firm, promote natural color.

LAST—smooth on Pond's Vanishing Cream for powder base, protection, exquisite finish. Use it not only on the face but wherever you powder . . . arms, shoulders, neck. Marvelously effective to keep your hands soft and white through the winter.

At bedtime: Always cleanse your face and neck immaculately with Cold Cream and remove with Cleansing Tissues.



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