

"Elegance is the new watchword"



THE FORMER SEÑORITA MARIA EUGENIA MARTINEZ DE HOZ IS THE CAPTIVATING YOUNG BRIDE OF A GRANDSON OF THE LATE MR. AND MRS. POTTER PALMER

says *MRS* POTTER D'ORSAY PALMER



Mrs. Alister McCormick

A Spanish blonde! Goya or Velasquez would have thrilled to paint her . . . Imagine the exotic charm of flawless, clear pale olive skin with golden hair and amber eyes! No wonder society was captivated by her unique loveliness on her recent first visit to the United States.

This enchanting beauty is the young bride of a grandson of the late Potter Palmer, famous in Chicago history . . . her elegant distinction is in keeping with the tradition established by the celebrated Mrs. Potter Palmer, the *grande dame* who ruled as undisputed leader and arbiter of Chicago society two generations ago.

Young Mrs. Palmer is the former Señorita Maria Eugenia Martinez de Hoz, of noble Spanish ancestry. Buenos Aires was her birthplace, very little more than twenty years ago. Educated in France and Switzerland, she has traveled everywhere, speaks English, French and German as fluently as her native Spanish. She dances consummately, excels in tennis, swimming, sailing and winter sports, and even delights in shooting lions in northern Africa.

Fresh from Paris, with trunks and trunks full of chic frocks and hats and all the rest of a trousseau in the grand manner, Mrs. Palmer talked of fashions for spring, of beauty care in France.

"Elegance is the new watchword," she said. "More than ever women are groomed with fastidious attention to detail."

We asked how she could keep her skin so lovely, in spite of all her active outdoor life.

She smiled. "The Pond's Method makes it simple," she answered. "Those four famous preparations are all one needs to keep one's complexion exquisite."

"Daily treatment is all-important," she added.

She finds the pure light Cold Cream is "marvelous for cleansing," and the *softer* Tissues are "the best way to remove the cream." She thinks the Skin Freshener is "magical" and likes the Vanishing Cream because it "gives the finish everyone's skin should have, especially in the evening . . . It is essential for

powder base—and keeps the hands like velvet!" You know how many other society beauties of elegance and distinction attribute their lovely

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POND'S FAMOUS TWO CREAMS · CLEANSING TISSUES · SKIN FRESHENER

skin to Pond's wholesome care. Mrs. Alfred Victor du Pont says: "The Cold Cream cleanses exquisitely." Lovely Mrs. Alister McCormick calls the *softer* Cleansing Tissues "the cleverest idea—the best way to remove cold cream I ever found."

Mrs. Reginald Vanderbilt, who lives in Paris, says: "The Skin Freshener to banish oiliness and tighten the pores is such a comfort."

Mrs. Anthony J. Drexel, Jr., finds the Vanishing Cream quite "indispensable to give the skin a lovely lustre . . . it keeps one looking cool and fresh through the longest evening."

Pond's Method—Follow these four swift, sure steps to keep your skin in the fresh, healthful glow of youth. Lady Violet Astor says the Pond's Method is "effectual, delightful."

1—POND'S COLD CREAM for the pore-deep cleansing that is the A B C of beauty . . . apply it generously over your face and neck several times daily and always after exposure . . . waiting a



Mrs. Anthony J. Drexel, Jr.

little to let its purifying oils sink deep down into the pores to coax up to the surface every particle of dust and dirt.

2—POND'S TISSUES to wipe away all cream and dirt. They are so much *softer* and so exquisitely absorbent that in an instant they blot up all the excess cream and with it dust, make-up and powder that would otherwise clog the pores, disfiguring the skin. They come in pure white and the most delightful peach color.

3—POND'S SKIN FRESHENER patted briskly over the cleansed skin till it glows . . . this fragrant tonic and mild astringent cannot dry your skin; is safe to use as often as you need . . . It banishes oiliness, braces and firms the skin and closes enlarged pores so that the texture is smooth and fine as satin . . . a faithful use is magic to clear and brighten faded, sallow cheeks.

4—POND'S VANISHING CREAM—a dainty bit smoothed on before you powder gives a well-bred, velvety, natural finish that lasts for hours. Use it wherever you powder . . . arms, shoulders, neck . . . This marvelous Cream gives exquisite protection from sun and wind, and use it on your hands, too, to keep them smooth and white.

At bedtime—Cleanse your face and neck immaculately with Pond's Cold Cream and wipe away with Tissues. If your skin is dry, leave on a little fresh Cream overnight.



Lady Violet Astor

SEND 10¢ FOR POND'S FOUR DELIGHTFUL PREPARATIONS
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