

The smart young married set agrees on these four things



BEAUTY is the wife's best dowry" . . . So goes the old proverb . . . These generously dowered young matrons have charm and distinction as well.

Not so very long ago, they were lovely brides; their weddings were important society events . . . Now they are favorites of the smart young married set in Chicago, New York, Boston . . . popular hostesses in their artistic new homes, their lives a gay whirl of festivities.

No one in New York's young married set is

I use the famous Pond's preparations every day . . . They are so exquisitely fine and pure!"

When lovely Mrs. Alister McCormick, of Chicago, came as a bride from England, she was anxious about her English rose-leaf complexion. But later she wrote an English friend:

"My dear, American women are wonderful! So clever and attractive . . . they taught me how to keep my skin nice even in this climate . . . The explanation is no occult secret, but four simple preparations made by Pond's, delightfully quick and easy to use . . . Cold Cream and Cleansing Tissues, then Pond's Skin Freshener and Vanishing Cream . . . Simply invaluable!"

"My cheeks were pink as roses"

Mrs. Allan A. Ryan, Jr. is like a wistful young Madonna, with chiseled features, amber eyes and flawless ivory skin. She tells a charming story of how she first met Pond's—at boarding school.

"One night, I was going to a party . . . I stole into a classmate's room and helped myself to her Pond's Cream. How happy I was that evening . . .



Mrs. Gifford Pinchot II

beauty . . . "Be always groomed, *toujours soignée*. "Beauty is chic in France, and chic is smartness, simplicity, perfection of detail.

"To clever America," Mrs. Pinchot adds, "we owe four wonderful ways to guard our loveliness, simply, swiftly, surely.

"The Cold Cream for immaculate cleansing is the best I have found anywhere. The dainty Cleansing Tissues are the perfect way to remove cold cream.

"The perfumed Skin Freshener bestows the gift of youth . . . and the delicious Vanishing Cream for powder base keeps your skin like velvet. (You

THE POND'S METHOD . . . Its four steps are the four things on which these young matrons all agree. Four simple steps keep your skin flawlessly fresh and clear. Follow them faithfully:

1— Give your skin a truly pore-deep cleansing . . . Pat in Pond's Cold Cream generously all over your face and neck with quick, caressing, upward and outward strokes to ward off sagging and wrinkles. Do this several times daily, always after exposure . . . Wait a few moments to let the fine oils sink deep down into the pores and float every particle of clogged dust, dirt, powder and make-up to the surface . . . At bedtime, never fail to repeat this all-important cleansing to remove the day's accumulation of grime.

2— Now wipe away all the cream and soil with Pond's Cleansing Tissues—"the best way to re-



Mrs. Potter d'Orsay Palmer

move Cold Cream I ever found," as Mrs. Vanderbilt says. These dainty Tissues are less expensive, yet more efficient because they are so much softer, more absorbent. They come in white or peach.

3— Now to tone and firm your skin, pat briskly all over with cotton wet with Pond's Skin Freshener. This wonderful tonic and mild astringent, Mrs. McCormick says, is "indispensable." It banishes any lingering oiliness, closes the pores and refines the texture of your skin.

4— Smooth on a film of Pond's Vanishing Cream always before you powder, to make the powder go on more evenly and last longer. This disguises any little blemishes in your skin and gives a lovely velvety finish . . . Use this exquisite Vanishing Cream not only on your face, but wherever you powder—neck, shoulders, arms . . . And it is marvelous to keep your hands soft and white!



Mrs. Alister McCormick

should see Mrs. Pinchot's tea-rose skin!)

"Just the four steps of the Pond's Method, if faithfully followed every day and never omitted, keep one's skin exquisitely smooth and clear."



Mrs. Alexander Hamilton

better liked than Mrs. Alexander Hamilton. She is blonde and beautiful with an exquisitely fair complexion of which she takes great care. For, as she says, "Every girl wants a nice skin!"

"I have used Pond's for years," she adds. "There's nothing like the Pond's Method for day-in, day-out treatment of the skin! . . . The four steps are so simple and quick you always have time for them, no matter how crowded your engagement book is."

"Good looks are an asset"

Mrs. Pierpont Morgan Hamilton bears her great name gracefully. She is charmingly lovely, with creamy skin like magnolia petals. "Nothing in the world is more precious than a woman's good looks," she says. "They are an asset, whether in business or in matrimony.

"I've no patience with women who don't look their best, when it's so simple to do. Pond's is the best short cut to loveliness I know . . . It doesn't take a minute to cleanse your skin thoroughly with that delicious Cold Cream, wipe it



Mrs. Allan A. Ryan Jr.

my cheeks were smooth as satin, pink as roses. Ever since I've been devoted to Pond's!"

A Spanish blonde, young Mrs. Potter d'Orsay Palmer, has the loveliest pale olive skin with golden hair and amber eyes. "More than ever women of distinction are groomed with fastidious attention to detail," she says.

"Daily treatment of the skin is all-important, and the Pond's Method makes it delightfully simple, for these four famous preparations are all one needs to keep one's complexion exquisite."

A piquante young Parisienne, Mrs. Gifford Pinchot II, is the wife of a distinguished New Yorker. She tells us the French philosophy of



Mrs. John Davis Lodge

off with Tissues, pat on Skin Freshener, then a touch of Vanishing Cream."

"Women should live for loveliness"

Gifted Mrs. John Davis Lodge, of the distinguished Boston family, is a favorite hostess and the mother of an adorable baby daughter. But she finds time to continue her career as Francesca Braggiotti, the dancer.

"Women should live for loveliness," she says. "The perfect beauty of a clear fresh complexion lies within every woman's reach, thanks to Pond's.



THEY KEEP THE SKIN EXQUISITE. THE SMART YOUNG MARRIED SET AGREES



Mrs. Pierpont Morgan Hamilton

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