

LANOLIN PLUS cosmetics are available at cosmetic counters at all drug and department stores.

Charlottetown Beauty Feature

LANOLIN PLUS LIQUID — effective beauty aid — is the sworn enemy of premature wrinkles, crow's-feet.

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THE ANSWER LADY . . .

QUESTION: Is it all right to dye the eyebrows immediately after plucking? Mrs. G. R.
ANSWER: No, indeed, Mrs. G. R. Open pores are a portal of entry for the dye to penetrate below the skin and poison the tissues. Wait at least a week after plucking.
QUESTION: My lips are chapped and cracked all the time. Can this be due to the kind of lipstick I use? Elsie M.
ANSWER: Yes. Try using an only lipstick.
QUESTION: When should powder be applied for make-up?
ANSWER: In make-up after a thorough cleansing, apply powder first and last . . . the first application is protective . . . the last artistic!

Beauty Secret For Hands Discovered

One of the most remarkable beauty secrets ever discovered happened years ago on the plains of Australia during sheep-shearing season. The hands of the men were dry, calloused and bruised. But almost immediately, an amazing phenomenon occurred. Bruises were healed . . . their hands were soft, supple and smooth. What happened?
 Lanolin, the closest actual duplication to esters and cholesterol, nature's own skin oils, is found in the fats and oils of the sheep's wool. As the men sheared the sheep, lanolin was absorbed deep into the layers of the skin. Lanolin made their hands BEAUTIFUL!
 Today, Lanolin Plus, containing the right amount of lanolin and combined with other ingredients for absolute effectiveness, is the only formula to hold an exclusive United States patent.
LANOLIN PLUS HAND LOTION is richly enforced with this precious substance—lanolin. It's a velvety lotion that gives immediate effects, both protective and remedial. It doesn't leave the skin sticky and greasy, but restores a soothing softness and suppleness to dry, crackly skin.
 You'll like the delicate, refreshing scent, as well as the tiny miniature ivory pump that ejects the few drops necessary for an application. A generous four-ounce bottle costs only \$1.50 at all cosmetic counters. Keep a bottle handy at all times—and you'll keep your hands BEAUTIFUL!

Wrinkles Worrying You?

Don't let them! You can actually help remove, or greatly reduce premature wrinkles in a very simple manner. First, what causes this kind of wrinkles? Nothing more than hard dry skin. To prove it, crush a piece of silk . . . then shake it out. It has no wrinkles. Now crush a piece of note paper. It's permanently wrinkled . . . because it's hard and dry.
 Ordinary cleansing creams probably are the cause of dry skin. Although they cleanse, they remove the skin's surface lubricants—esters and cholesterol, the closest duplication of nature's own skin oils and waxes. These are closely related to gasoline, and not only fail to lubricate, but actually may further dry out the skin.
 All you have to do is soften the skin and premature wrinkles begin to give way. All you have to use is LANOLIN PLUS LIQUID. Use it as a cleanser then tissue it off. Rub in a little more, especially on the premature wrinkles.
 Impossible: Not at all! LANOLIN PLUS LIQUID, patented by the U. S. government, contains a fabulous amount of lanolin and esters and cholesterol, the closest duplication of nature's own skin lubricants. These elements actually penetrate, replacing those removed by the cleansing process. You'll say it's "liquid magic" and it really is! Want to be wrinkle-free? Use LANOLIN PLUS LIQUID every day. It is available at all cosmetic counters and the price, \$1.50, is as astonishing as the almost magic result it gives.

Dramatize and Highlight The Unsuspected Beauty of Your Hair

To give yourself the correct shampoo, make certain that the hair is gently massaged with the fingertips throughout the shampooing process. It's not only pleasant and relaxing, but it stimulates the sebaceous glands of the scalp and makes them more active. Rinsing must be done with great care, slowly and effectively. Most emphatically, thoroughly! The desirable method is the use of a professional spray.
 Now! What kind of shampoo lotion? It mustn't contain hard ingredients that tend to dry out the hair. It mustn't leave the hair with a sticky, dull film. It must leave it soft, shiny, manageable!
 For some time, we have known that lanolin contains the substances for nature's own oils to help nourish and lubricate the skin and scalp. The best shampoo to choose is one that contains a generous supply of rich lanolized suds. Such a product is LANOLIN PLUS HARD WATER SHAMPOO. Here is a shampoo that lathers in the hardest water. It's gentle on the hair and its rich, lanolized suds whisk away completely all dirt and grime so that the hair is left soft and silken, with beautiful glistening highlights. Just as the shampoo cleanses, its oil pampers the hair.
 It's economical, too, because it's fast-acting, with just one or two applications needed per washing. Only \$1.50 at all cosmetic counters.

New Lanolin Plus Cleansing Cream Endows Dry Skin With Vital Oils

Ever hear this comment . . . "I can't use soap and water on my complexion because it's so dry"? What lady often fails to realize is that the cream she is using for cleansing may actually be drying out her skin.
 Lanolin Plus Cleansing Cream for dry skin offers in cream form a cleansing agent delightful in texture due to its quick melting and deep penetrating oils.
 Why does Lanolin benefit your skin? Because Lanolin, a product obtained from the wool of lambs, is most similar to the natural oils of our human skin.
 As we grow older the normal lubrication and elimination of the skin tends to diminish. Due to the lack of natural moisture and lubrication the skin becomes dry, coarse, dull and old.
 For dry skin Lanolin Plus Cleansing Cream for Dry Skin gives you the needed supplementary oils to combat these conditions in your skin. LANOLIN PLUS CLEANSING CREAM FOR DRY SKIN . . . \$2.00 at all cosmetic counters.



Lanolin Plus Liquid replenishes natural skin oils with softening, lubricating substances. It works effectively as a cleansing cream or make-up base. Try it today! treat your face to a facial pick-up!

Works Quickly, Effectively, Inexpensively to Restore That Youthful Look!

Chemists discovered that the supply of body substances which give softness and pliability to the skin diminishes with age. Therefore, they based the formula for Lanolin Plus on these important facts, combining highly refined lanolin PLUS other beauty-benefiting ingredients. The highly concentrated liquid in Lanolin Plus supplies your skin with the extra lubrication it needs. Lanolin Plus Liquid does the work of three products. Use it effectively as a cleansing cream, night cream or make-up base, because it gets down deep to the source of your skin oils with softening, lubricating substances. Try it for a facial treat . . . a perfect pick-up for dry, tired, weather-worn skin! Here's a quick, simple way to deep-cleanse your face, make it glow with new vitality and beauty. You'll be overjoyed with the noteworthy results, the clean, fresh look and feel!

1. Hold a hot washcloth to your face and neck for about a minute to open pores and allow tired muscles to relax.
2. Briskly massage warmed Lanolin Plus (warm bottle under hot water tap) into face and neck until skin begins to tingle.
3. After a few minutes, wipe away impurities brought to pore openings by soothing Lanolin Plus Liquid.

Lanolin Plus Liquid is simple as ABC to use! Gently massage a few drops into your skin before retiring. It works while you sleep, leaves no greasy film on your pillow! It's perfect as a powder base and your skin is in contact with beneficial ingredients all day long.

If you retire feeling tense and unrelaxed, your appearance when you arise is the same. Relaxation of facial muscles begins before you go to bed . . .

Is Your Hair in Perfect Condition?

You may spend hours in a beauty salon or at home concerning yourself with stylings, rinses, bleaches and "touch-ups". Oh, your hair may look pretty after all this care, but what's it really like deep-down at the scalp? What is the condition of its health? Have harsh chemicals, sunlight and hair dryers sapped its inner strength and beauty? These things can happen, you know. And they happen at a great cost of time and money to you.
 External hair care is important and wise for the final appearance of the well-groomed woman. There's no question about it. Yet, in accomplishing this external beauty is the same amount of time and care given to its internal condition. You can tell this way:
 Look for split ends, hair strands that have a dull, dry look, a coiffure that remains unmanageable. If these things are apparent in your situation, your hair lacks the proper lubricants. Nature's own oil, esters and cholesterol, are in need of a helpmeet. Lanolin, so closely duplicating these natural oils, provides the solution.
 The newest hair conditioner available today, Lanolin Plus for the Hair, just as its name implies, is steeped with this rich supplement.
 It can be used in several ways. It should be rubbed gently into the scalp and massaged into hair strands the night before a shampoo. In this way, it is an excellent aid for reviving dull, damaged hair. If dryness is not severe, brush a few drops through the hair after each shampoo, working a small amount into the ends of the hair. In making the hair soft and flexible once more, it helps prevent split, broken ends and brings back a healthy, lustrous sheen. It helps keep unruly locks attractively in place. A few drops brushed on daily keeps shimmering highlights in the hair always. You'll find, too, that the men at your house will like this new, lanolin rich lotion for the hair. It doesn't smudge on hat bands, pillows or upholstery, but imparts a smooth, well-cared-for look.
 You can purchase Lanolin Plus for the Hair for only \$1.50 at any cosmetic counter. It's the sure way to keep your hair in perfect condition!

BEWARE SPRING BREEZES!

Spring is a happy season signalling the end of winter's snows, the end of heavy clothes and thick clumsy mittens. But spring, with its gusty breezes laden with moisture, is also an enemy of soft, smooth skin, robbing it of natural oils . . . making hands and face rough and chapped. Lanolin Plus Liquid replaces the lost oils, lubricates and softens the skin. For a lovely complexion in spring and in every season, use Lanolin Plus Liquid regularly. It's only \$1.50 at cosmetic counters everywhere.

Astonishing New Beauty for Hair!

Lanolin Plus HARD WATER SHAMPOO

Bountiful billows of lanolized lather make the new Lanolin Plus Hard Water Shampoo not only a superb cleanser but a beauty treatment, too! So rich and efficient only one sudsing is needed . . . even in hard water. Works equal magic with soft water as well. Try this new super-rich liquid shampoo today . . . it's a beauty boom!

Special \$1.00

Special in YARDLEY'S 1 box Lavender SOAP . . . \$1.50 (Cologne Stick Free)

Astonishing New Beauty for Hair!

Lanolin Plus HARD WATER SHAMPOO

Bountiful billows of lanolized lather make the new Lanolin Plus Hard Water Shampoo not only a superb cleanser but a beauty treatment, too! So rich and efficient only one sudsing is needed . . . even in hard water. Works equal magic with soft water as well. Try this new super-rich liquid shampoo today . . . it's a beauty boom!

Now! A Real Lanolin Plus HAND LOTION!

All the beauty magic of mucous lanolin in a hand lotion that soothes, softens, smooths! On your hands, Lanolin Plus Hand Lotion feels like a pair of invisible velvet gloves . . . and it acts instantly to give the beautifying protection you need. Try it now . . . for the handsomest hands you've ever had! Contains 4 ounce bottle.

We always have lots of ALL the wonderful LANOLIN PLUS COSMETICS

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