



# In this Issue

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Our greetings to you—festive cakes whose masterly decorations are easy to make, our way. Silver platter for chocolate cake, International's "Rochelle"; cloth, Kemp & Beatley; cutlery, A. E. Lewis; sleigh, Mary Pentland. Photograph, F. M. Demarest

*We wish you all  
a Merry Merry Christmas  
—Your Editors*

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Look Lovely The  
Lanolin Plus Way

## Here Is Today's Beauty Message

Lanolin Plus  
Beauty Aids—At All  
Cosmetic Counters

# LANOLIN PLUS DOES WONDERS FOR SKIN, HAIR!



## YOUR HAIR WILL BE LOVELIER, MORE MANAGEABLE IF IT'S IN GOOD CONDITION

If your hair is dull, dry and unmanageable, it will surely welcome the refreshing, softening influence of Lanolin Plus For The Hair. For lanolin, with its rich base of valuable esters and cholesterol, is the closest duplication of Nature's own skin lubricants. When the gleaming highlights and lovely softness that Nature meant for your hair to have are taken away by various kinds of harsh hair treatment, water, and the drying effects that come from exposure to sun or wind, look to Lanolin Plus For The Hair to supplement precious, natural oils and bring out sparkling highlights.

IT CAN be used in several ways.

*Before a shampoo:* Rub gently into scalp and massage hair strands. If you prefer, use it the night before you shampoo. *After each shampoo:* If dryness is severe, brush a few drops through the hair, and in the ends. *Every day:* A few drops brushed on help to keep unruly locks and stray ends beautifully in place.

YOU'LL FIND, too, that the men of your house will like this new, lanolin-rich lotion for their hair. Imparts a well-groomed sheen to hair . . . and it's so lightly scented.

GIVE your hair a chance to look its best. Get LANOLIN PLUS FOR THE HAIR soon. At all cosmetic counters, only a dollar, plus tax.

## Your Hands Will Look Lovelier... Feel Better With Lanolin Plus Hand Lotion

You'll never know how soft and smooth your hands can be until you use Lanolin Plus Hand Lotion. For Lanolin Plus, containing the right amount of lanolin with its valuable esters and cholesterol, helps to replenish the oils that your hands need to make them feel and look smooth as silk. Chemists have found a way to blend

a superabundance of Lanolin Plus into Lanolin Plus Hand Lotion. The formula holds an exclusive United States patent.

TREAT your hands to this entirely new feeling of petal-freshness and softness. LANOLIN PLUS HAND LOTION works quickly, then disappears like magic. Only one dollar, plus tax, at all cosmetic counters.

## Handy Dispenser Comes With Each Bottle of Lanolin Plus Hand Lotion

A few drops of Lanolin Plus Hand Lotion applied several times during the day will do much to keep your hands lovely to watch—lovely to touch.

The handy pump dispenser, which comes with each bottle of Lanolin

Plus Hand Lotion, makes regular application a simple task. LANOLIN PLUS HAND LOTION with PUMP . . . \$1.00 plus tax. At all cosmetic counters.



## Have The Self-Confidence That Comes With Knowing You Look Your Very Best

LANOLIN PLUS AGREES WITH YOUR SKIN... MAKES IT  
FEEL BETTER... LOOK SOFTER, MORE YOUTHFUL

Just as a new gown or a certain glance from someone very special makes you suddenly feel like a new person, so the wonders of Lanolin Plus work to give you a whole bright new outlook. For when you use Lanolin Plus Liquid, you'll know by the soft, wonderful way your skin feels that you never looked lovelier. And you'll find, too, that the tiny lines you worry about will become less noticeable. You see, as time goes by, the natural oils of our skin become less plentiful and, in addition, are removed by sun, wind, dry indoor air and ordinary harsh cleansing. So it's just common sense that when you help to replenish oils with Lanolin Plus Liquid, your skin becomes softer, more supple and, consequently, more youthful-looking.

YEARS AGO it was found that the wool of sheep contains a substance known as lanolin, which, because of its rich base of beneficial esters and cholesterol, is most similar to the natural oils of our human skin. The chemists who created Lanolin Plus planned their formula to include highly refined lanolin and other skin-beautifying ingredients.

WITH your very first touch of Lanolin Plus Liquid, you'll discover how exquisitely soft and fresh your skin can feel. Words can't describe that feeling, but once you know it, you'll never want to lose it.

A MILLION DOLLARS couldn't buy a more effective beauty aid for your skin. Yet LANOLIN PLUS LIQUID costs only a dollar, plus tax, at all cosmetic counters.

## Reveal Your Hair's Natural Loveliness With Lanolin Plus Hard Water Shampoo

Perhaps you are one of the many women who are at a loss to know how to keep their hair and scalp scrupulously clean, yet preserve the natural oils that are essential to soft, glistening hair. Possibly you've found that ordinary harsh cleansing has either had a severe drying action, leaving the scalp flaky and the hair brittle and unmanageable, or has left a sticky, dulling film on your hair.

NOW, Lanolin Plus Hard Water Shampoo answers this problem for you. For this is the shampoo that contains a superabundance of Lanolin Plus, the nearest duplication of nature's own skin oils. It not only helps lubricate scalp and soften hair, but at the same time it lathers beautifully in the hardest water. Its rich, lanolized suds thoroughly whisk away dirt and grime so that the hair is left soft and silken and gleaming, as it should be. Just as the shampoo cleanses, its oil pampers the hair.

IT'S ECONOMICAL, too, because it's fast-acting, and ordinarily only one application is needed each time you wash your hair.

All cosmetic counters can supply you with LANOLIN PLUS HARD WATER SHAMPOO for only a dollar (tax-free).

## New Softness for Dry Skin with LANOLIN PLUS CLEANSING CREAM

Time was when there wasn't much that women knew about retarding a dry skin condition that promoted premature wrinkles. But now that Lanolin Plus has come into the beauty picture, you can keep your skin softer and lovelier than you ever imagined! For it is compounded to soften your skin as it cleanses it.

IF YOUR SKIN is particularly dry, don't wait another day to give it the wondrous help of LANOLIN PLUS CLEANSING CREAM FOR DRY SKIN. Only a dollar, plus tax, at all cosmetic counters.

## Get-Acquainted Bottles

ONLY 25¢ EACH

—SEND COUPON NOW!

LANOLIN PLUS, Dept. 1039, 30 W. Hubbard St., Chicago 10, Ill.

Gentlemen: I enclose . . . in cash for the following guest-size bottles:

- 15-Facial Bottle Lanolin Plus Liquid . . . . . 25¢
- Guest-Size Jar Lanolin Plus Cleansing Cream For Dry Skin . . . . . 25¢
- Two-Weeks' Supply Lanolin Plus Hand Lotion . . . . . 25¢
- 7-Shampoo Bottle Lanolin Plus Hard Water Shampoo . . . . . 25¢
- 15-Application Bottle Lanolin Plus For The Hair . . . . . 25¢

**NOTE:**  
Enclose \$1.00 and  
receive all five  
Lanolin Plus  
Beauty Aids.

GET ALL 5 FOR ONLY ONE DOLLAR—See Note Above

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