



YARDLEY

LAVENDER FACE POWDER—"English Complexion" Powder specially blended for dry skin. Elegantly boxed. Shades of English Peach; Deep Peach; Cameo; Deep Rachel.
112-13. Price, large box. 1.00

LAVENDER TOILET WATER—"The beloved scent" in dainty, white-topped glass bottle.
112-14. Medium size. . . . 1.25

LAVENDER TALCUM—In shaker container.
112-16. Price, 55c

"LOTUS" COLOGNE—Its delicate bouquet appeals to fastidious women.
112-17. Price, small bottle 1.50

LAVENDER TOILET SOAP (not shown)—A quality soap, hand-milled. Scented with lavender.
112-15. Price, per cake. . 45c
3 cakes boxed 1.35



MAX FACTOR

FACE POWDER—Rachelle No. 2 (B), (RH); Olive (M), (RH); Olive No. 2 (D); Natural.
112-1. Medium size box. Price. 75c
112-2. Large box. Price. 1.35

CAKE ROUGE—Case has mirror and puff—Blondeen (B); Carmine (M); Raspberry (D); Flame (RH).
112-3. Price, each. 75c

"TRU-COLOR" LIPSTICK—Light Red (B), (RH); Medium Red (M); Natural Red (D).
112-4. Price. 1.35

PANCAKE MAKE-UP—Correct color harmony. Cream No. 1 (B), (RH); Cream No. 2 (M), (D); Natural No. 1 (B); Natural No. 2 (M); Tan No. 1.
112-40. New Purse size. Price. 1.00
112-5. Large size. Price. 1.75

"INVISIBLE" MAKE-UP FOUNDATION CREAM (not shown).
112-6. About 1 3/8-oz. jar. Price. 1.35

CLEANSING CREAM. About 3 1/2-oz. jar.
112-7. Price. 75c

Key to above shades. Blonde (B); Medium coloring (M); Dark (D); Redhead (RH).



TANGEE TOILETRIES

The House of Tangee has created just what you want to keep you as lovely as you should be.

FACE POWDER—A wonderfully soft face powder that you will adore. It comes in the three popular shades of Natural; Rachel; Peach.
112-31. Price, per box. 49c

SATIN-FINISH LIPSTICK—Shades Natural; Theatrical; Red-Red; Red Majesty. Be sure to state shade desired when ordering.
112-32. Price. 59c
112-33. Junior size. Price. 39c

ROUGE (not shown). Shades Natural; Theatrical; Red-Red; Red Majesty, to match the lipstick. State shade desired.
112-34. In metal container. Price. . 75c

PETAL-FINISH CAKE MAKE-UP. Shades Natural; Rachel; Peach; Tan.
112-35. Price. 65c



HARRIET HUBBARD AYER

To help keep your complexion smooth and lovely.

"LUXURIA" FACE POWDER—Its dainty fragrance and exquisitely fine texture bespeak its fine quality. In striking oval box. Shades Sun Rose (Rachel); Peach; Ayerblonde (Flesh). Be sure to state choice. Two sizes:
112-8. Price, per box. 1.00
112-9. Price, large box. 1.50

SKIN LOTION—To help keep skin soft and smooth.
112-10. Price, per bottle. 1.30

LIPSTICK—Shades of Just Pink (pastel); And Red (bright); True Red (deep); Tamarisk (dark dramatic). Be sure to state choice.
112-11. Price, each. 1.50

"LUXURIA" CLEANSING CREAM—For all types of skin.
112-12. Price. 1.50



CASHMERE BOUQUET

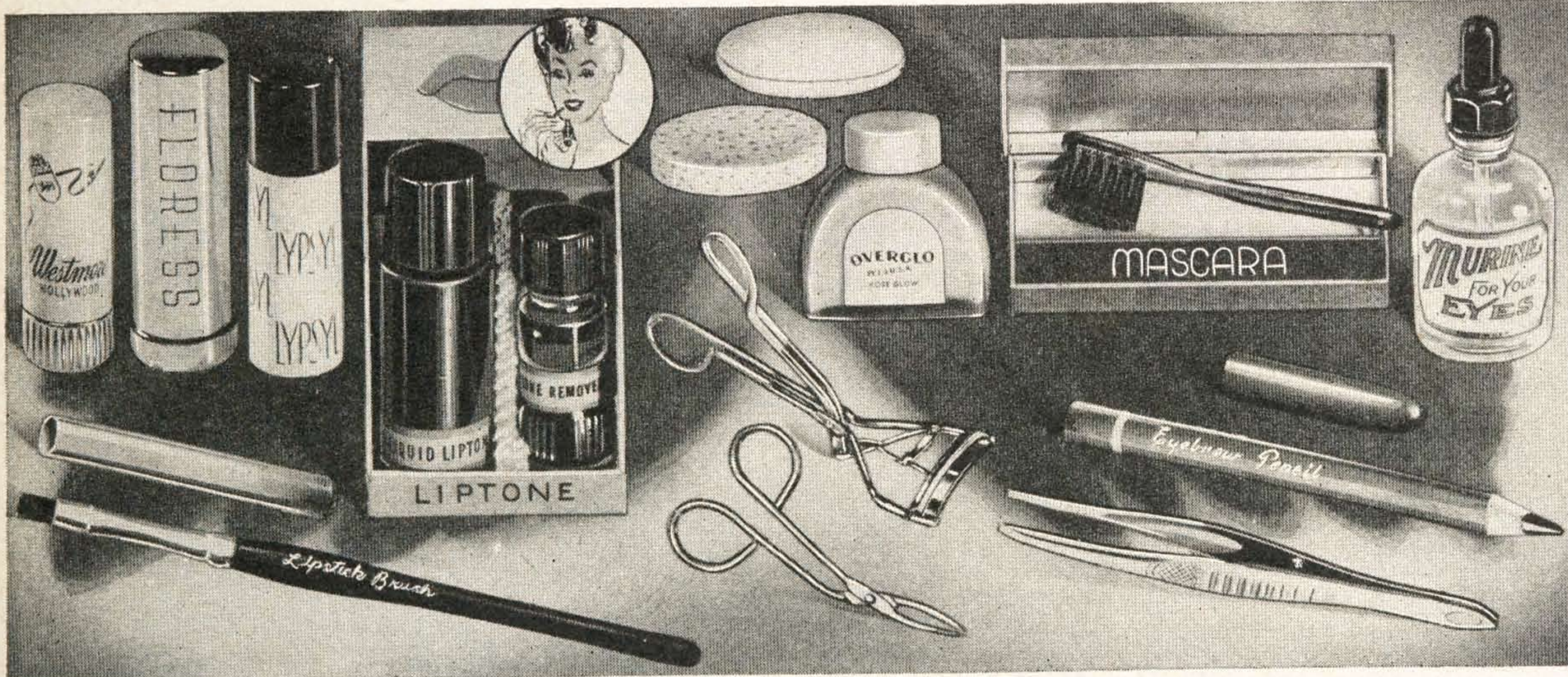
Cosmetics that have long been favorites with the discriminating woman—now enhanced by handsome new containers.

FACE POWDER—Shades of Naturelle; Brunette; Rose Rachel; Copper Tan. State choice.
112-235. Price, each 35c

LIPSTICK—Shades of Natural; Holly; Royal Red; Fuchsia No. 2.
112-236. Price, each 35c

COLD CREAM—Fragrant and smooth.
112-237. Large size. Price, each. 35c
112-238. Giant size. Price, each. 59c

EAU DE COLOGNE—In smart flacon.
112-239. Price, each 1.00



MAKE-UP ACCESSORIES TO HELP TO GIVE A WELL-GROOMED APPEARANCE

LIPSTICK BRUSH—to brush on lip rouge smoothly.
112-263. Price, each. 75c

WESTMORE LIPSTICK—Shades Debutante; Pepper Red; Garnet; Strawberry Blonde; Glorious Red; Danger Signal.
112-264. Price. 39c

FLORESS LIPSTICK—Radian! fluorescent lipstick. Colors Pink Passion; Neon Red; Scarlet Sequin; Blue Flame; Northern Lights.
112-265. Price, each. 1.35

LYPSYL—Medicated "Lipstick." Helps prevent soreness, cracked and chapped lips. White only.
112-266. Price, each. 25c

LIQUID LIPTONE by "Princess Pat." Long-lasting liquid lip color with bottle of liquid remover. Colors Medium; Jewel; Gay Plum; Regal Red. State choice.
112-267. Price, per set. 1.25

SCISSOR-TYPE TWEEZERS—to assure good grip. They are easy to handle and should give good service.
112-261. Price, each. 50c

KURLASH—popular eyelash curler. These curlers have been carefully made.
112-260. Price, each. 1.25

VELOUR POWDER PUFFS, extra soft.
112-109. Large size (about 3 1/2 ins. diameter). Price. 15c
112-108. About 2 3/4 inches diameter. . . . 10c

"SPONGE-TEX" Fine Sponge Rubber Powder Puff.
112-110. Price. 10c

"OVERGLO"—make-up base by the House of Westmore. Compounded with a lanolin and oil base. Shades Castilian; Continental; Rose Glow; Coral; Natural; Copper. Be sure to state shade desired when ordering.
112-286. Price, per jar. 1.75

TWEEZERS—for shaping and trimming eyebrows. All metal, with ridged sides for an easy finger grip.
112-256. Price. 39c

EYE-BROW PENCIL—A Maybelline product to darken and help shape the eyebrows. Pencil has cap to protect the coloring end. Black or Brown. A popular eye-brow pencil at a moderate price. State choice of color desired.
112-262. Price. 25c

MURINE—for inflamed and tired eyes. This is a carefully compounded formula that is soothing to inflamed, tired eyes.
112-258. About 4-dram bottle. Price. . . . 55c
112-259. De Luxe bottle. About 12 drams. Price. 95c

CAKE MASCARA and Brush. Black or Brown. Be sure to state color choice.
112-257. Price. 25c



POND'S TOILETRIES

"ANGEL FACE" Colors Blonde; Ivory; Pink; Tawny; Bronze.
112-18. Price. 1.25

"MAKE-UP PAT"—Cake make-up. In plastic case. Shades Natural; Brunette; Dark Rachel; Rachel; Peach.
112-21. Price. 69c

"LIPS"—Lipstick. Rascal Red; Heart Throb; Dark Secret; Blue Fire (a new dramatic red).
112-26. Trial size. Price. 19c
112-27. Regular size. Price. 65c

"CHEEKS"—Cake Rouge. Shades as lipstick.
112-28. Price. 34c

COLD CREAM for cleansing.
112-22. Small jar. Price. 39c
112-23. Large jar. Price. 69c

VANISHING CREAM. To remove roughness.
112-24. Small jar. Price. 39c
112-25. Large jar. Price. 69c

"DREAM FLOWER" FACE POWDER. Shades Dark Rachel; Natural; Peach; Rachel.
112-19. Small size. Price. 34c
112-20. Large size. Price. 65c

112-29. POND'S DUSTING POWDER 1.00
112-30. POND'S TALCUM POWDER. . . 39c