

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

Be sure to ask for the large economy sizes.

VOL. 1, NO. 2



THE ANSWER LADY

QUESTION: Is it all right to dip the eyebrows immediately after plucking? Mrs. G. R.

ANSWER: No, indeed, Mrs. G. R. Open pores are a normal part of the skin and poison the tissues. Wait at least a week after plucking.

QUESTION: My lips are chapped and cracked all the time. Can't be due to the kind of lipstick I use? Elsie M.

ANSWER: Yes. Try using an oily lipstick.

QUESTION: When should powder be applied for make-up?

ANSWER: It makes up after a thorough cleansing, apply powder first and last... the last application is protective... the last application!

Beauty Secret For Hands Discovered

One of the most remarkable beauty secrets ever discovered has been revealed in the hands of the Australian during sleep-shedding season. The hands of the men were dry, calloused and hoarse. But all this immediately an amazing phenomenon occurred. Bruises were healed... their hands were soft, supple and smooth. What happened?

Lanolin, the closest natural 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 perfumed with this precious substance lanolin. It's a velvety lotion that gives immediate relief, both preventive and remedial. It doesn't leave the skin sticky and greasy, but restores a shining softness and suppleness to dry, crackly skin.

Shouldn't like the delicate, refreshing scent, as well as the tiny moisture ivory pump that ejects the cream necessary for an application. A generous four-ounce bottle handy at all times—and you'll keep your hands BEAUTIFUL!

New Lanolin Plus Cleansing Cream Ends Dry Skin With Vital Oils

Ever hear this comment... "I can't use soap and water on my complexion. It's so dry!"

What mildly 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 melting 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,

Birmingham Beauty Features

Published for Consolidated Cosmetics and other distributors of beauty aids

BIRMINGHAM, MICHIGAN, APRIL 23, 1953

Lanolin Plus Does Wonders for Skin

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 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, and leave the pores clogged with mineral oils and waxes. These are closely related to lanolin, and not only fail to penetrate, 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; this tissue it off-



Lanolin Plus Liquid replenishes natural skin oils with softening, lubricating substances. Try it today; treat your face to a facial pick-up!

Is Your Hair In Perfect Condition?

You may spend hours in a beauty parlor, but your hair strands that are split ends, hair that falls out, or a dull, dry look, a coiffure that remains unmanageable. If bleaches and "scalpings" do those things are apparent in your hair, you may look pretty after a shampoo, but what's it really doing to your hair? The condition of the scalp? What is the condition of the hair? I have a helmet of lanolin, or closely related chemicals, sunlight and hair driers bapped 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 is no question about it. Yet, in accomplishing this external beauty, it is the same amount of time and care given to its internal condition. You can tell this way: Look at the hair. If dryness is not severe,

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.

Lanolin Plus Liquid contains a concentrated supply of esters and cholesterol, the two elements found normally in young skin but which diminish with advancing age. It's the lack of these essential oils which cause "crow's feet", wrinkles and harsh, dry skin. Lanolin Plus Liquid immediately sends a rich supply of softening, lubricating substances into the thirsty under-surface of your skin to help combat this aging drying process. Lanolin Plus Liquid keeps your complexion soft and supple... no matter what your age. Try it for a facial treat... a perfect pick-up for dry, tired, weather-worn skin. Here's a quick, simple way to soften your skin, make it glow with new vitality and beauty.

- 1 Hold a hot washcloth to your face and peek for about a minute to open pores and allow tired muscles to relax.
- 2 Briskly massage warmed Lanolin Plus (swarm bottle under hot water tap) into face and neck until skin begins to tingle.
- 3 After a few minutes, wipe away surplus with a soft towel, leaving only a soothing Lanolin Plus Liquid.

Lanolin Plus Liquid is simple as ABC to use! Gently massage a few drops into your skin before retiring. It's so simple, it leaves no greasy film on your pillow.

Continued use makes dryness disappear, premature wrinkles due to excessive dryness or climatic conditions diminish or fade away.

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...!

Only Lanolin Plus Liquid replenishes these natural skin oils so vitally needed to nourish and protect and lubricate the skin. Remember... it's up to you! How you care for your skin today means the difference between a beautiful, youthful complexion, or a hard, dry, unattractive one tomorrow!

You can purchase this splendid product at all leading drug and department store cosmetic counters. Its nominal cost is only \$1, plus Federal tax. Ask for **LANOLIN PLUS LIQUID!**

Free* dispenser with 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 touch—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 LOTION with PUMP**... \$1.00 plus tax. At all cosmetic counters.

*Free of extra cost.

look years younger in seconds with

Ayer's Magic

by HARRIET HUBBARD AYER

Ayer's Magic highlight cream—quick, easy step in your make-up—puts light where aging shadows first appear, under eyes, at nose, mouth, temples. Come see the wonderful difference it makes in your youthful radiance and sparkle.



Wilson's TOILETRIES DEPT.

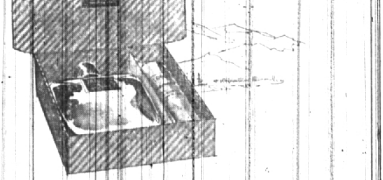
PHONE MI-4-5600

Wilson's

Summer Snow

Fragrance Bonus!

by *Lana*



Value-Duo! Liquid Cologne... PLUS Solid Cologne at no extra cost

Cooling as a breeze from a snow-topped mountain! Large 2 oz. bottle of treasured Dana liquid cologne... plus solid cologne in golden-finished case... for the price of the liquid cologne alone!

TARU SUMMER SNOW, \$3.25 value	\$2.00
EMIR SUMMER SNOW, \$3.50 value	\$2.25
20 CARATS SUMMER SNOW, \$3.50 value	\$2.25
PLATINUM SUMMER SNOW, \$3.25 value	\$2.00

all prices plus tax



Here at our Toiletries Department, You will find the Toiletries and Cosmetics preferred by women everywhere.

Our Qualified Cosmeticians will gladly assist you in selecting the correct preparations.

Wilson Drug Co.

Woodward at Maple

Established 1923 Phone MI 4-5600