

Birmingham Beauty Features

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

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Lanolin Plus Does Wonders For Skin

Be Satin-Smooth ALL Over

That's Right! Now, With The New Lanolin Plus Body Lotion, You Can Be Lanolin-Lovely From Head To Toe.



This wonderful body lotion, like Lanolin Plus Liquid, is enriched with lanolin to smooth every inch of you. Callouses, and rough grainy areas are softened and smoothed under its magic touch. And how refreshed you feel after using Lanolin Plus Body Lotion—sweet and silky-smooth all over! And because it takes so little, spreads so easily, and is so extremely economical... you can use it as much as you want without feeling extravagant.

Start now to make and keep your body as beautiful and bewitchingly lovely to the touch as your face.

Today, get the big 12-ounce size of Lanolin Plus Body Lotion wherever you buy Lanolin Plus

Liquid. The price? A modest \$1.50, plus tax, at all cosmetic counters.

Wrinkles Worry You? Don't let them. With Lanolin Plus Liquid, many premature wrinkles due to dryness can be prevented. Those you already have can be reduced and made to seem much less noticeable. This marvelous new liquid, with a U.S. government patent, contains a fabulous amount of lanolin and esters and cholesterol. These elements actually penetrate your skin while cleansing your skin absorbs the nearest thing to nature's own skin lubricants. Only \$1, plus tax, at all cosmetic counters.

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... it doesn't matter what your age. Try it for a facial treat... a perfect pick-up for dry, tired, weathered, 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 neck for about a minute to open pores and allow tired muscles to relax.

2. Bristly 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!

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.

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 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.

*Free of extra cost.

Dramatize And Highlight The Unsuspected Beauty Of Your Hair

To give yourself the correct that lanolin contains the substitute shampoo, make certain that the for nature's own oils to help 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. Mist emphatically, thoroughly! The desirable method is the use of a professional spray.

Now! What kind of shampoo lotion? It mustn't contain harsh ingredients that tend to dry out the hair. It must not have the hair with a sticky, dull film. It must leave it soft, shiny, manageable.

For some time, we have known

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

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 mildly often fails to realize is that the cream she's 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 penetration into the skin.

Why does Lanolin benefit your skin? Because Lanolin, a product obtained from the wool of lambs,

Is Your Hair In Perfect Condition?

You may spend hours in a beauty salon or at home poring 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 is no question about it. Yet, in accomplishing this external beauty, is the same amount of time and

care given to the 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 in making the hair soft and flexible these things are apparent in your hair some more, it helps prevent situation, your hair lacks the proper split, broken ends and brings back esters and cholesterol are in need of a helpmate. 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 these rich supplements.

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, in perfect condition!

LANOLIN PLUS cosmetics are available at cosmetic counters at all drug and department stores. Be sure to ask for the large economy sizes.



The Answer Lady . . .

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

ANSWER: No, indeed, Mrs. G. R. Open pores are a portal of entry for the dry 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 oily 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 is plastic!

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 so supple and smooth. What happened?

Lanolin, the closest actual duplication to ester 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 U.S. 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, plus federal tax, at all cosmetic counters. Keep a bottle handy at all times—and you will keep your hands BEAUTIFUL!

Give him the cleanest pen in the world!

Shaffer's SNORKEL PEN

Dad's never owned a pen like this, for it's just been invented. Its magic filling tube reaches out to drink the ink, then retracts when pen is tilted. Point never "dunks"—never needs wiping. Come in today. Choose from our complete selection. Shaffer's Valiant Snorkel Pen \$17.50. Other Shaffer Pens from \$3.75

A Perfect Gift

GILLETTE'S To Make Dad Glad ON FATHER'S DAY

KING-SIZE Values for Father's Day

GILLETTE SUPER SPEED RAZOR	\$1.00
GILLETTE NEW DELUXE RAZOR	\$5.00
GILLETTE BLUE BLADES CARTON OF 100	\$4.90
OLD SPICE NEW SMOOTH LATHER FOAM SHAVE	\$1.00
OLD SPICE AFTER SHAVING LOTION	\$1.00
YARDLEY SHAVING BOWL	\$1.25
Craftsmen's Billfolds	\$2.50 to \$7.50

SHERWOOD Butane Lighter PRECISION ENGINEERED TO WORK EVERY TIME \$7.95 to \$10.95

REMINGTON DeLUXE ELECTRIC RAZOR \$29.50

Shavemaster DeLUXE ELECTRIC RAZOR \$26.50

SEAFORTH AFTER SHAVING LOTION \$1.00

SEAFORTH SHAVE MUG AND LOTION SET \$2.10

BRIAR PIPES FINE QUALITY \$3.50 and \$5.00

Shaving Brushes BADGER BRISTLE \$3.00 and \$5.00

PAPERMATE BALL POINT PEN \$1.69

WOODWARD AT MAPLE

MUST SHAVE YOU CLOSE—OR YOUR MONEY BACK!

SCHICK "20"

SCHICK "20" in saddle-stitched Cuddle Case... \$24.50

NO-RISK 10-DAY TRIAL! with the **NEW SCHICK "20"**

No "ifs" or "buts"—try this grand, new electric shaver in your own home, on your own face—and love it—or return it for instant refund of every penny you paid!