

Here's the secret to sensational looking skin that will flatter you

Makeup flatters, but it can't disguise a complexion that's troubled, less-than-perfect. What is the secret of beautiful skin? It's really as simple as knowing how to wash your face! Because haphazard, irregular cleansing can cause all sorts of complexion problems. Dirt and stale makeup can dull your skin. So can dry, flaky dead skin cells. And excess oils can clog pores and encourage blackheads. To get your complexion off to a beautiful start, cleanse your skin daily with an effective, greaseless beauty cleanser-like Medicated Noxzema Skin Cream. It's the best first step to clean, clear, healthy-looking skin. Morning and night, smooth on tingly Noxzema and work into

slightly dampened skin with your fingertips or a wet washcloth, using a circular motion.

Rinse thoroughly with warm water and pat dry with a cotton towel. Your skin will feel soft, sparkly fresh, with a healthy, radiant glow.

If your complexion is on the dry side, reapply a bit of skin cream and leave it on all day and all night.

If excess oil is a problem, follow your cleansing with a whisk of astringent formulated to deep-clean oily skin. You'll notice that once your skin is scrupulously clean, makeup goes on easier, stays fresh-looking longer, too.

And, because Noxzema cleans so quickly and effectively, you can fit this good skin care strategy right into the

busiest schedule, morning and night. Use it as an all-over smoother for arms, hands and legs, too.

And, remember all those good-for-you

beautifiers—a nutritious diet, regular exercise, sufficient rest, and a positive attitude toward

life can all help contribute to a clear,

healthy complexion.

Great-looking skin is what every woman desires. And when the secret is so simple and sensible—why settle for anything less?

The latest on cholesterol

by
**PATRICIA
McCLINTON**

A study published recently indicated that men with an above-normal blood cholesterol level were at greater risk of heart disease.

The men were divided into two groups. One was on a moderate reduced cholesterol diet and a placebo; the other on the same diet plus a drug.

In both groups there was a lowering of blood cholesterol—but much more dramatically in

the group with the drug. The study showed that by reducing blood cholesterol in men with raised cholesterol levels, there was a reduced risk of heart disease.

What dairy foods provide

There is no need for the average person to cut out high-cholesterol foods. The key is moderation.

Health and Welfare recommends that not more than 35 percent of total energy should come from fat. For an adult male, 250 mL of

2 percent milk, 45g of cheese and 1 oz. of butter a day provide only 13.7 percent of needed total energy coming from fat and 130 mg of cholesterol.

No one food is bad for a person, but moderation is important.

A colorful plate of food varying in texture and flavor is bound to be nutritious and delicious. Patricia McClinton, M.Sc., R.P.Dt., is a nutrition communications specialist employed by The Dairy Bureau of Canada.

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EAST SIDE **Wed., May 23**

WEST SIDE **Thurs., May 24**

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Use the handy refuse containers
on downtown streets for small litter