

No cream actually transforms the skin

No cosmetics successfully conceal its blemishes



—but scientific care can help your skin to function happily, and so develop and preserve for you the lovely characteristics of a naturally clear fresh skin

A LOVELY SKIN, is, prosaically, a layer of active tissues. It excretes certain wastes through the pores. It must be fed, else it becomes too relaxed and impoverished to work. And it *must keep working*, else the wastes pile up and mar the skin with blemishes, coarse pores and sallowness. Correct care of the skin means simply keeping the cells beautifully busy.

The Elizabeth Arden Treatment is based on three fundamental steps: Cleansing, Toning and Nourishing. Cleansing—with pure melting *Venetian Cleansing Cream*—to dislodge all those impurities which clog the pores and cause blackheads and coarseness. Toning—with *Ardena Skin Tonic* and *Special Astringent*—to close the pores, tone and firm the skin, and keep the circulation through the skin tissues brisk and active. Nourishing—with *Orange Skin Food* or the delicate *Velva Cream*—to keep every skin cell full and firm, and so prevent or correct the wrinkles and lines of impoverished tissues.

Follow the same three steps in your Self Treatments at home. Just a few minutes' care each night and morning, using the corrective Preparations and method developed by Elizabeth Arden, will accomplish wonderful results.

PATting with ARDENa SKIN TONIC brings quick circulation through the skin tissues and so keeps the skin clear and fine, the contour firm and smooth

ELIZABETH ARDEN RECOMMENDS

THESE PREPARATIONS FOR YOUR CARE OF THE SKIN AT HOME

Venetian Cleansing Cream. Removes all impurities from the pores. Cleanses thoroughly, and smooths the skin, leaving it soft and receptive. \$1, \$2, \$3, \$6.

Venetian Ardena Skin Tonic. Tones, firms and clarifies the skin. A gentle bleach and astringent. 85c, \$2, \$3.75.

Venetian Orange Skin Food. Rounds out wrinkles and lines. Excellent for a thin, lined or aging face, and as a preventive of fading and lines. \$1, \$1.75, \$2.75, \$4.25.

Venetian Velva Cream. A delicate skin food for sensitive skins. Keeps the skin soft and smooth. Recommended also for a full face, as it nourishes without fattening. \$1, \$2, \$3, \$6.

Venetian Muscle Oil. A soothing and penetrating oil, rich in the elements which restore sunken tissues or flabby muscles. \$1, \$2.50, \$4.

Venetian Special Astringent. Lifts and firms the tissues, tightens the skin. Impor-

tant for the treatment of a fallen contour or flabby neck. \$2.25, \$4.

Venetian Pore Cream. A greaseless astringent cream which closes open pores, corrects their laxness and refines the coarsest skin. \$1, \$2.50.

Venetian Amoretta Cream. An exquisite protective cream, gives a smooth natural bloom to the skin. Prevents roughness and redness. A becoming powder foundation. \$1, \$2.

Venetian Ultra-Amoretta Cream. Slightly more oily. An excellent "nose cream." \$1, \$2.

Poudre d'Illusion. Powder of superb quality, fine, pure, adherent. *Illusion* (a peach blend), *Rachel*, *Ocre*, *Minerva*, *White and Banana*, \$3.

ASK at the toilet goods counter for a copy of "THE QUEST OF THE BEAUTIFUL," Elizabeth Arden's book on correct care of the skin according to her scientific method

ELIZABETH ARDEN'S *Venetian Toilet Preparations* are on sale at

Adams Pharmacy

The Rexall Store

Elm Street at Linden

Phone Winnetka—2