

Beauty secrets from the experts included in every kit

You'll also receive with each kit—at no extra cost—the latest issue of Beauty Guide Magazine—that shows and tells you how to use your cosmetics to best advantage.

Get Secrets of Complexion Care.
Dry skin; oily skin; the difficult "combination" skin; wrinkles; crow's feet; massage; soaps vs. lotions, much more.

Get Tips on Applying Make-Up.
Foundations; highlighters; blushers; loose and pressed powders; cover-ups for dark shadows, lots more.

Get Answers to Eye Make-up Questions: Cake, liquid, automatic eyeliners; cream and powdered eye-shadow; mascara; brush-on brows; artificial lashes.

Get Ideas for Lipstick, Lip Liners, Lip Brushes. Outlining and filling in; color cues; glosses; a host of "looks" from ultra-natural to frankly exotic.

Get Techniques for Beautifying Skin. Knees, Elbows and Heels. Learn about oils and moisturizer; sun tan preparations; much more.

Get Practical Advice on Hair Problems. Hair beauty routines; coloring, tipping, tinting, streaking; wigs and falls; color-damaged hair.

Plus Guides to Latest Fashions



Here's why over 3,000,000 women have joined The World of Beauty Club

Sensational Values... "Thank you with all my heart. The bargains are sensational and the results are dazzling. Already I feel the urge to experiment. I can hardly wait to receive my next kit."

Clara Jenkins

So Much For So Little... "I just received my kit. It's my fourth and I love it as much as my first. I'm surprised to find a club with no gimmick. My friends are joining, too. They can't stand watching me getting all the compliments about my looks. I've never had it so good. I get so much for so little!"

M. S. Williams

New Beauty... "I just had to write a line or so to express how wild and overwhelmed I was with my first kit! Its luxurious items were a tremendous help to me. I now am radiant looking for the first time. You introduced me to so many wonderful things—making me beautiful through the World of Beauty Club."

L. Garcia

Years of Fun... "Thank you for having such a great club. It has been so much fun receiving the kits. I've been a member for over three years and every kit I have received I use. It's great to experiment with a variety of cosmetics. And the price I pay is so little."

Charmaine Berish

SOME WOMEN WILL NOT ACCEPT THIS \$12.00* BEAUTY KIT FOR ONLY \$1 — EVEN THOUGH THEY ARE NOT OBLIGATED TO BUY ANOTHER THING.

WHAT WILL YOU DO?

Dear Friend:

I'm puzzled!

If your favorite cosmetics boutique offered you \$12.00 worth of their finest beauty products for only \$1, wouldn't you accept the offer? Of course you would. That's exactly what we offer you, yet some women will pass up this chance.

Perhaps you think this offer is a "gimmick," and that you'll be obligated to buy more cosmetics later. Let me reassure you — you are under no obligation to buy another thing — you may cancel your membership at any time after examining your first kit.

If you decide you don't want any more Beauty Kits, just tell us. That will end the matter. Nobody will call on you or telephone you. The \$12.00* kit is yours to keep for only \$1, whatever you decide.

Eve Marshall

Eve Marshall
World of Beauty Club

P.S. If you decide you don't like the kit, return it. We'll refund your dollar or give you full credit for the total amount billed — no questions asked.

*Based on manufacturers' suggested retail prices.