

# The two kinds of cream your skin needs — what each is for

To give your skin a special freshness and really hold the powder—  
a certain kind of cream

Something to make the skin look its best at a moment's notice. Every woman wants to know about it.

Something that will actually make your skin feel and look softer and smoother the moment you apply it.

A cream to do this must be one that your skin will absorb instantly. It must be delicate and made of soothing ingredients yet not contain a drop of oil.

This is Pond's *Vanishing Cream*—the cream to use whenever you want to look your best at a moment's notice.

*How to make the powder stay on*

If you want face powder to go on evenly and stay on don't put it directly on your face. Powder put directly on the skin seldom goes on evenly and it cannot stay on long. Bits of it catch on little rough places and soon flake off.

Always smooth Pond's *Vanishing Cream* on your face before you powder. It gives your skin a clear transparent tone. The powder goes on evenly and clings for hours to the smooth velvety surface the cream gives your skin.

*And how to protect your skin*

The skin is in constant need of protection. Wind whips the natural moisture out of an unprotected skin, sun burns it, cold chaps it. Any of these three will make it dry and rough. To protect your skin, smooth on Pond's *Vanishing Cream* before you go out. This cream, which is absorbed instantly and completely, holds the natural moisture in the skin and acts as an invisible shield against the drying effect of wind, cold and sun.

Use Pond's *Vanishing Cream* every day before you go out. Use it whenever your skin needs instant freshening and always before you powder. It is indispensable for daytime and evening use.



For cleansing—a cream with just enough oil to remove every bit of dirt from the pores and not overload them



Only a cream that your skin can absorb will give it that clear fresh look in an instant

## A totally different cream for a thorough cleansing

Your skin must be kept really clean or it becomes dull looking.

Ordinary washing cannot reach the dust and fine particles of dirt that every day bore deep into the pores of your skin.

For thorough cleansing you need a cream with an oil base. Made with just the right amount of oil, Pond's *Cold Cream* works into your pores, loosens every bit of dirt, and comes out again bringing the dirt with it.

Use it every night before retiring and whenever you come in from a dusty trip. Pat it on with your finger tips. You will delight in its use, as it is very soft and light. After you have let it stay a minute wipe it off with a soft cloth. The grime on the cloth will convince you how thorough a cleansing the cream gives.

*Keeps the skin supple*

This delicate oil cream keeps your skin supple and elastic. Little lines first appear

when the skin begins to lose its suppleness.

To avoid this, you must give your skin proper attention every night. Smooth Pond's *Cold Cream* into it. The nightly use of this delicate oil cream will help to keep your skin in the supple condition that resists the coming of lines.

*Use both creams every day*

Use both these creams every day, each for its own purposes, and you will keep your skin fresh and lovely.

Many women have really never known the correct use of creams. They use one cream for all purposes, or a good cream for the wrong purpose, and do not get all the benefit they should.

Go to any drug or department store anywhere and buy a tube or jar of each of these two creams that every normal skin needs for 50 cents each. Neither contains anything that can clog the pores or promote the growth of hair. The Pond's Extract Co., 124-A Brock Avenue, Toronto, Ont.

POND'S  
Cold Cream *for cleansing*  
Vanishing Cream *to hold the powder*

MADE IN CANADA

GENEROUS TUBES—MAIL COUPON TODAY

THE POND'S EXTRACT CO.,  
124-A Brock Avenue, Toronto, Ont.

Its cents (10c) is enclosed for your special introductory tubes of the two creams every normal skin needs—enough of each cream for two weeks' ordinary toilet use.

Name .....

Street .....

City ..... Province .....