



"Mother, you're looking younger every day!"

ONCE, such a remark would have been thought but affectionate flattery. Today, as the possibilities of intelligent care of the skin are becoming more generally realized, it is literally true that thousands upon thousands of women are growing younger in looks, and likewise in spirits.

The secret of restoring and retaining a youthful complexion lies chiefly in the faithful and well-directed use of the proper sorts of face creams. The constant employment of creams by actresses in removing make-up is largely responsible for the clearness and smoothness of their skins.

Aid Nature Naturally

Pompeian Night Cream is made to promote skin health and cleanliness—the foundation of every beautiful complexion. It is a preparation so closely allied in its composition to the natural secretions of the skin that its use is simply an aid to nature, producing results by purely natural processes.

First, the beautiful skin must be clean, with a cleanliness more thorough than is attainable by mere soap-and-water washing. The pores must be cleansed to the same depth that they absorb.

This is one of the functions of Pompeian Night Cream. It penetrates sufficiently to reach the embedded dust. Its consistency causes it to mingle

with the natural oil of the pores, and so to bring out all foreign matter easily and without irritation to the tissues.

The beautiful skin must be soft, with plastic muscles and good blood-circulation beneath. A dry, tight skin cannot have the coveted peachblow appearance; set muscles make furrows; poor circulation causes paleness and sallowness.

Pompeian Night Cream provides the necessary skin-softening medium to skins that lack the normal degree of oil saturation. Gentle massaging with it flexes the facial muscles, stimulates the blood circulation and tones up all the facial tissues.

Upon retiring, first use Pompeian Night Cream as a cleanser; apply with the fingers and then wipe off with a soft cloth, freeing the pores of all the day's accumulated dust and dirt. Afterward apply the cream to nourish the skin, leaving it on over night.

The faithful following of this simple treatment works wonders in the skin—removing roughness, redness, and blackheads, and warding off wrinkles, flabbiness and sallowness. It is the most approved treatment for restoring and retaining a youthful complexion.

POMPEIAN NIGHT CREAM	50c per jar
POMPEIAN DAY CREAM (vanishing)	60c per jar
POMPEIAN BEAUTY POWDER	60c per box
POMPEIAN BLOOM (the rouge)	60c per box

Mary Pickford Panel and Samples

Send coupon with ten cents for beautiful new 1923 Pompeian Art Panel of Mary Pickford. With this panel we send samples of Pompeian Night Cream, Day Cream, Beauty Powder and Bloom.

POMPEIAN LABORATORIES, 5 Wyandotte Ave., Walkerville, Ont., Can.



Pompeian Night Cream

Cleansing and Skin-Nourishing

The Art of Powdering

By MME. JEANNETTE

As a rule, women give too little thought to the way they use powder. Perhaps one reason is that for so many years, powder has been a necessary part of the toilette among practically all classes of women. Long before the present wide use of rouge and lip stick, it had become almost a mechanical habit to "dab" a little powder on the face. This is why we often see such odd effects; at times, purplish or dead-white noses, or a broad band of white crossing the chin and half way up the cheeks. Pure carelessness can be the only reason for this grotesque mockery of nature's loveliest gift—a beautiful complexion.

Powdering correctly is so simple if you will just use a little thought. Be sure to select a shade of face powder that will tone in with your own coloring. Many a lovely face has been very nearly spoiled by flesh-colored powder on an olive skin, or the rachel shade used by a delicately tinted blonde.

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Powder should be placed first upon the portions of the face that are normally whitest—brow, chin and nose—then a delicate coating brushed over the whole face. And above all be sure that you *do* powder your face all over. It is impossible to emphasize this too strongly. A woman is too apt to forget that, when her face is freshly washed, the skin on her temples and under her chin is the same color; and never by any possible chance does nature make the mistake of having the one several shades lighter or of a different texture than the other. So be sure that these often-neglected outside edges are given the same attention that you give to nose and chin. Nature always blends, and it is by powdering correctly that you can best get this desired effect.

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It is always wise to cover the face with a delicate coating of Pompeian Day Cream before powdering. This is a vanishing cream and should be spread on very softly with the tips of the fingers. The powder will go on much more smoothly and will remain far longer with this cream as a foundation.

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When you have that uncomfortable feeling that you need more powder, and there is perhaps no mirror near, always pass your handkerchief over your nose first. The pores of the nose are so constituted that there is usually more moisture there than on any other part of the face. This means that powder becomes damp and may cake, so it is wiser to remove what may be left of the first layer before using more.

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Pompeian Beauty Powder is absolutely pure, and harmless to any skin. It is smooth, fine in texture, will not flake, and stays on unusually long.

Jeannette

Specialiste de Beauté

TEAR OFF, SIGN, AND SEND

POMPEIAN LABORATORIES,
5 Wyandotte Ave., Walkerville, Ont., Can.
Gentlemen: I enclose 10c (stamps not accepted) for the samples named in offer. Also send 1923 Pompeian Art Panel of Mary Pickford.

Name _____

Address _____

City _____ Prov. _____

Flesh shade powder sent unless you write another below