

# WOMEN EVERYWHERE ARE CHANGING TO THIS WONDERFUL NEW POWDER

## YOU SELECT FROM *10 New* SHADES OF BLACK AND WHITE FACE POWDER



There's a shade made just right for you! And the new Black and White Face Powder contains "Myricol," a secret ingredient that prevents caking. You'll also like the new perfume that's been added . . . a lovely flower-fresh fragrance that's exclusive with this new face powder.

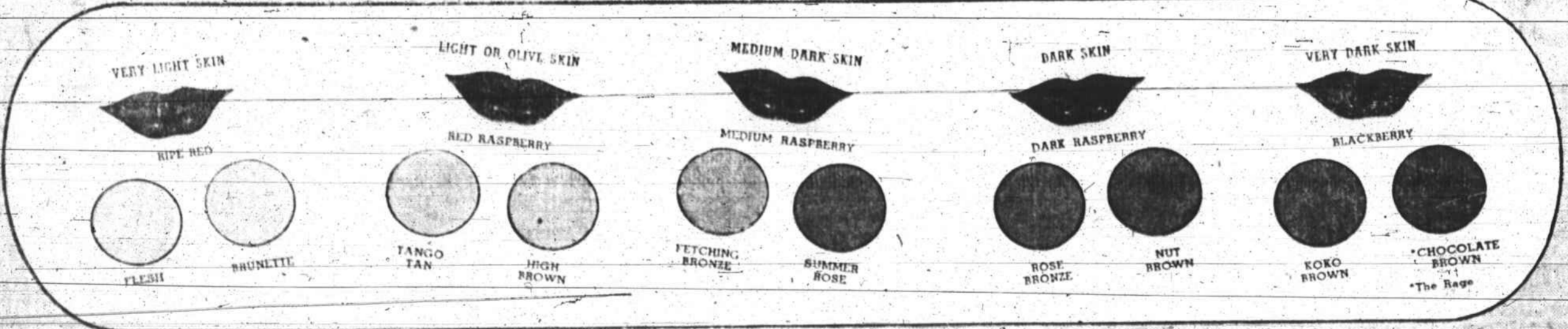
### *New! Lipstick.*

FIVE exciting shades! It's the new Black and White Lipstick! Each shade is made especially to blend with certain shades of the new Black and White Face Powder. All five lipstick shades are thrilling, flattering. You'll love the way Black and White Lipstick stays—and stays—and stays—making your lips look so kissable, soft and inviting! Comes in a beautiful, all metal lavender case.



**10c**  
**25c**  
EVERYWHERE

## USE THIS CHART WHEN CHOOSING BLACK AND WHITE FACE POWDER AND LIPSTICK



## Use Black and White Beauty Creams for Daily Skin Care



**BLACK AND WHITE VANISHING CREAM**—A fragrant, non-greasy cream that acts as a wonderful powder base. Holds make-up on for hours.



**BLACK AND WHITE CLEANSING CREAM**—Use nightly. It quickly and gently loosens surface dirt and old make-up for easy removal with tissue.



**BLACK AND WHITE COLD CREAM**—Contains LANOLIN to help soften skin and help prevent dry lines. Leave on overnight for a prettier, more youthful look.

# BLACK AND WHITE FACE POWDER

*A SHADE MADE JUST FOR YOUR SKIN!*