

Cisco Beauty Features

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LANOLIN PLUS LIQUID—
patented beauty aid—is the
sworn enemy of premature
wrinkles, crow's-feet.

LANOLIN PLUS DOES WONDERS FOR SKIN

Wrinkles Worrying You?

Don't let them! You can actually help remove, or greatly reduce premature wrinkles in a very simple manner.

First what causes this kind of wrinkles? Nothing more than hard, dry skin. To prove it, crush a piece of silk . . . then shake it out. It has no wrinkles. Now, crush a piece of note paper. It's permanently wrinkled . . . because it's hard and dry.

Ordinary cleansing creams probably are the cause of dry skin. Although they cleanse, they remove the skin's surface lubricants—esters and cholesterol, and leave the pores clogged with mineral oils and waxes. These are closely related to gasoline, and not only fail to lubricate, but actually may further dry out the skin.

All you have to do is soften the skin and premature wrinkles begin to give way. All you have to use is LANOLIN PLUS LIQUID. Use it as a cleanser; then tissue it off. Rub in a little more, especially on the premature wrinkle lines, and leave it on overnight. In the daytime, use it sparingly as a powder base. After the first night, your skin will be no longer dry. Use regularly and your wrinkles should be greatly reduced or no longer visible.

Impossible? Not at all! LANOLIN PLUS LIQUID, patented by the U. S. government contains a fabulous amount of lanolin and esters and cholesterol, the closest duplication of nature's own skin lubricants. These elements actually penetrate, replacing those removed by the cleansing process. You'll say it's "liquid magic," and it really is! Want to be wrinkle-free? Use LANOLIN PLUS LIQUID every day. It is available at all cosmetic counters and the price, \$1 plus tax, is as astonishing as the almost magic results it gives.

that lanolin contains the substitutes for nature's own oils to help nourish and lubricate the skin and scalp. The best shampoo to choose is one that contains a generous supply of rich lanolized suds. Such a product is LANOLIN PLUS HARD WATER SHAMPOO. Here is a shampoo that lathers in the hardest water. It's gentle on the hair, and its rich, lanolized suds whisk away completely all dirt and grime so that the hair is left soft and silken, with beautiful glistening highlights. Just as the shampoo cleanses, its oil pampers the hair.

Dramatize And Highlight

The Unsuspected Beauty Of Your Hair

To give yourself the correct shampoo, make certain that the hair is gently massaged with the fingertips throughout the shampooing process. It's not only pleasant and relaxing, but it stimulates the sebaceous glands of the scalp and makes them more active. Rinsing must be done with great care, slowly and effectively. Most emphatically, thoroughly! The desirable method is the use of a professional spray.

Now! What kind of shampoo lotion? It mustn't contain harsh ingredients that tend to dry out the hair. It mustn't leave the hair with a sticky, dull film. It must leave it soft, shiny, manageable!

For some time, we have known

that lanolin contains the substitutes for nature's own oils to help nourish and lubricate the skin and scalp. The best shampoo to choose is one that contains a generous supply of rich lanolized suds. Such a product is LANOLIN PLUS HARD WATER SHAMPOO. Here is a shampoo that lathers in the hardest water. It's gentle on the hair, and its rich, lanolized suds whisk away completely all dirt and grime so that the hair is left soft and silken, with beautiful glistening highlights. Just as the shampoo cleanses, its oil pampers the hair.

It's economical, too, because it's fast-acting, with just one or two applications needed per washing. Only \$1 at all cosmetic counters.

New Lanolin Plus Cleansing Cream Endows Dry Skin With Vital Oils

Ever hear this comment . . . "I can't use soap and water on my complexion because it's so dry?"

What milady often fails to realize is that the cream she is using for cleansing may actually be drying out her skin.

Lanolin Plus Cleansing Cream For Dry Skin offers in cream form a cleansing agent delightful in texture due to its quick melting and deep penetrating oils.

Why does Lanolin benefit your skin? Because Lanolin, a product obtained from the wool of lambs,

is most similar to the natural oils of our human skin.

As we grow older the normal lubrication and elimination of the skin tends to diminish. Due to the lack of natural moisture and lubrication the skin becomes dry, coarse, dull and old.

Lanolin Plus Cleansing Cream For Dry Skin gives you the needed supplementary oils to combat these conditions in your skin. LANOLIN PLUS CLEANSING CREAM FOR DRY SKIN . . . \$1 plus fed. tax. At all Cosmetic counters.



Lanolin Plus Liquid replenishes natural skin oils with softening, lubricating substances.

It works effectively as cleansing cream or make-up base. Try it today; treat your face to a facial pick-up!

Works Quickly, Effectively, Inexpensively To Restore That Youthful Look!

Chemists discovered that the supply of body substances which give softness and pliability to the skin diminishes with age. Therefore, they based the formula for Lanolin Plus on these important facts, combining highly refined lanolin PLUS other beauty-benefiting ingredients. The highly concentrated liquid in Lanolin Plus supplies your skin with the extra lubrication it needs. Lanolin Plus Liquid does the work of three products. Use it effectively as a cleansing cream, night cream or make-up base, because it gets down deep to the source of your skin oils with softening, lubricating substances. Try it for a facial treat . . . a perfect pick-up for dry, tired, weather-worn skin! Here's a quick simple way to deep-cleanse your face, make it glow with new vitality and beauty. You'll be overjoyed with the noteworthy results, the clean, fresh look and feel!

1. Hold a hot washcloth to your face and neck for about a minute to open pores and allow tired muscles to relax.
2. Briskly massage warmed Lanolin Plus (warm bottle under hot water tap) into face and neck until skin begins to tingle.
3. After a few minutes, wipe away impurities brought to pore openings by soothing Lanolin Plus Liquid.

Lanolin Plus Liquid is simple as ABC to use! Gently massage a few drops into your skin before retiring. It works while you sleep, leaves no greasy film on your pillow! It's perfect as a powder base and your skin is in contact with beneficial ingredients all day long. Just apply a few drops and tissue away the excess; your make-up goes on smoothly.

How long has it been since you have analyzed objectively what your complexion is really like? It's up to you whether your skin becomes prematurely wrinkled, or is soft and supple, with a glowing, youthful radiance.

There is no season of the year, when it isn't necessary to conduct your own personal "complexion campaign." Climatic conditions—harsh, wintry winds or hot, penetrating sunrays . . . do rob the skin of its natural oils, leaving it hard and dry. Ordinary facial cleansers rob the skin of its natural oils. You must compensate for lost natural lubricants if your skin is to become softened and smooth in appearance; if you are to avoid dry skin and ageing wrinkle lines.

Only Lanolin Plus Liquid replenishes these natural skin oils so vitally needed to nourish and protect and lubricate the skin. Remember . . . it's up to you! How you care for your skin today means the difference between a beautiful, youthful complexion, or a hard, dry, unattractive one tomorrow!

You can purchase this splendid product at all leading drug and department store cosmetic counters. Its nominal cost is only \$1, plus federal tax. Ask for LANOLIN PLUS LIQUID!

Is Your Hair In Perfect Condition?

You may spend hours in a beauty salon or at home concerning yourself with stylings, rinses, bleaches and "touch-ups." Oh, your hair may look pretty after all this care, but what's it really like deep-down at the scalp? What is the condition of its health? Have harsh chemicals, sunlight and hair driers sapped its inner strength and beauty? These things can happen, you know. And they happen at a great cost of time and money to you.

External hair care is important and wise for the final appearance of the well-groomed woman. There is no question about it. Yet, in accomplishing this external beauty, is the same amount of time and care given to its internal condition. You can tell this way:

Look for split ends, hair strands that have a dull, dry look, a coiffure that remains unmanageable. If these things are apparent in your situation, your hair lacks the proper lubricants. Nature's own oil, esters and cholesterol, are in need of a helpmeet. Lanolin, so closely duplicating these natural oils, provides the solution.

The newest hair conditioner available today Lanolin Plus for the Hair, just as its name implies, is steeped with this rich supplement.

It can be used in several ways. It should be rubbed gently into the scalp and massaged into hair strands the night before a shampoo. In this way, it is an excellent aid for reviving dull, damaged hair. If dryness is not se-

vere, brush a few drops through the hair after each shampoo, working a small amount into the ends of the hair. In making the hair soft and flexible once more, it helps prevent split, broken ends and brings back a healthy, lustrous sheen. It helps keep unruly locks attractively in place. A few drops brushed on daily keeps shimmering highlights in the hair always.

You'll find, too, that the men at your house will like this new, lanolin-rich lotion for the hair. It does not leave smudge on hat bands, pillows or upholstery, but imparts a smooth, well-cared-for look.

You can purchase Lanolin Plus for the Hair for only \$1, plus federal tax, at any cosmetic counter. It's the sure way to keep your hair in perfect condition!

If you retire feeling tense and unrelaxed, your appearance when you arise is the same. Relaxation of facial muscles begins before you go to bed . . .

Free* dispenser with hand lotion

A few drops of Lanolin Plus Hand Lotion applied several times during the day will do much to keep your hands lovely to watch—lovely to touch.

The handy pump dispenser, which comes with each bottle of Lanolin Plus Hand Lotion, makes regular application a simple task. LANOLIN PLUS HAND LOTION with PUMP . . . \$1.00 plus tax. At all cosmetic counters.

*Free of extra cost.

LANOLIN PLUS cosmetics are available at cosmetic counters at all drug and department stores. Be sure to ask for the large economy sizes.

VOL. 1, NO. 1



THE ANSWER LADY . . .

QUESTION: Is it all right to dye eyebrows immediately after waxing?
ANSWER: No, indeed, Mrs. G. R. Open pores are a portal of entry for the dye to penetrate the skin and poison the tissues. Wait at least a week after waxing.
QUESTION—My lips are chapped and cracked all the time. Can this be due to the kind of lipstick used?
ANSWER: Yes. Try using an unsaturated lipstick.
QUESTION: When should powder be applied for make-up?
ANSWER: In make-up after a thorough cleansing, apply powder last . . . the first application is protective . . . the last is cosmetic!

Beauty Secret For Hands Discovered

One of the most remarkable beauty secrets ever discovered opened years ago on the plains of Australia during sheep-shearing season. The hands of the men were dry, calloused and bruised. Almost immediately an amazing phenomenon occurred. Bruises were healed . . . their hands were soft, supple and smooth. What happened?
Lanolin, the closest actual duplication to esters and cholesterol, nature's own skin oils, is found in the fats and oils of the sheep's wool. As the men sheared the sheep, lanolin was absorbed deep into the layers of the skin. Lanolin made their hands BEAUTIFUL!

Today, Lanolin Plus, containing the right amount of lanolin and combined with other ingredients for absolute effectiveness, is the only formula to hold an exclusive United States patent.
LANOLIN PLUS HAND LOTION is richly enforced with this precious substance lanolin. It's a lovely lotion that gives immediate effects, both protective and medicinal. It doesn't leave the skin sticky and greasy, but restores a soothing softness and suppleness to dry, crackly skin. You'll like the delicate, refreshing scent, as well as the tiny miniature ivory pump that ejects the few drops necessary for an application. A generous four-ounce bottle costs only \$1, plus federal tax at all cosmetic counters. Keep this bottle handy at all times—and your hands will keep your hands BEAUTIFUL!

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PALACE

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News -- Color Cartoon

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L. O. SWINDLE

SOCIETY AND CLUBS

AND NEWS OF INTEREST TO WOMEN

Business Meeting Is Held By Baptist WMU

The W.M.U. of the East Cisco Baptist Church met Monday in the church for their regular business meeting.

The meeting opened with the group singing, "Higher Grounds," with Mrs. J. O. Warren leading and Mrs. Carlton Holder at the piano. Mrs. W. L. Lewis led in prayer. Mrs. V. H. Bosworth brought the devotional from the twelfth chapter of Romans.

The treasurer's report was adopted as read, and the minutes of the previous meeting were read by Mrs. Betty Green and approved. Chairman reports were given and Mrs. V. H. Bosworth and Mrs. Carrell Stansell offered their resignation as cir-

Eat THANKSGIVING DINNER — 75c at the MOBLEY HOTEL
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What's the Use of an Abstract —

... If it doesn't cure the title? is another puzzling question to some abstractors, but we have never worried much about this one. Neither does the doctor's prescription cure human ills in all cases, but it may help. The abstract never was designed to cure anybody's title, but the better type of abstract will reveal the condition of the title and place it in position where it may be perfected, if necessary, by the examining attorney.

Earl Bender & Company
Eastland, (Abstracting since 1923) Texas

Executive Council Of WSCS Holds Luncheon

The executive council of the W.S.C.S. of the First Methodist Church met in the home of Mrs. O. C. Lomax Wednesday for a covered dish luncheon and a business meeting.

The invocation was given by Rev. E. H. Lightfoot. Following the luncheon, Mrs. George Davis presided during the business meeting which was opened with prayer by Mrs. John Shertzer. All reports were turned in to Mrs. B. E. Morehart and the program committee met and planned the program for the next quarter.

The following visitors and members were present: Rev. E. H. Lightfoot, O. C. Lomax, and Mesdames Mac Harrelson and baby of Lubbock, George Davis, Leslie Seymour, John Shertzer, S. H. Nance, J. J. Porter, Carrel Smith, J. T. Fields, William Joyner, Zed Kilborn, S. H. McCannell, C. E. Hailey, M. O. Smith, Leo Clinton, O. H. Doss, F. J. Harrelson, B. E. Morehart, Rudolph Schaefer and O. C. Lomax.

East Baptist Young People Enjoy Social

The monthly Sunday School social of the Young People's Class of the East Cisco Baptist Church was held Saturday night in the educational building of the church with the Young Women's Class as hostesses.

Games were played by the group after which refreshments of sandwiches and punch were served to the group.

Those attending were Benny Hagan, Bob White, Alfred Anderson, Monty Ingram, Benny Edwards, C. L. Thetford, Mabel Barron, Lundy Hooker, LaNell Hale, Carolyn Birt, Jean White, Jessie Warren, Mary Wood, and the Young Women's sponsor, Mrs. N. A. Hagan.

Mr. and Mrs. C. H. McCall and children, Nancy and Charles, of Midland will be the guests of their parents, Mr. and Mrs. Bill McCall and Mr. and Mrs. S. H. Nance over the Thanksgiving holidays.

Mr. and Mrs. Alfred Parks and children spent the weekend in Lamesa visiting her sister, Mrs. Fred McCorkle, and family.

Mr. and Mrs. R. L. Ables of Alpine spent the weekend in the home of Mr. and Mrs. Fred Anderson and Mr. and Mrs. Verlon Ables of Carbon. Mrs. Ables is the former Barbara Anderson of Cisco.

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Mrs. Ed Aycock was to leave today for San Angelo where she will spend the Thanksgiving holidays in the home of her son, Mr. and Mrs. Frank Aycock, and be with her grandson, Frank, Jr., who will undergo a tonsillectomy soon.

A Three Days' Cough Is Your Danger Signal

Creomulsion relieves promptly because it goes into the bronchial system to help loosen and expel germ laden phlegm and aid nature to soothe and heal raw, tender, inflamed bronchial membranes. Guaranteed to please you or money refunded. Creomulsion has stood the test of millions of users.

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