

Giving your hands **New Loveliness** in just **3 minutes** a day

There are 4 advantages for busy women in the new Liquid Polish

Rachel Hehir, Beauty Editor of **Mayfair** says:

"THE active modern women of today find themselves constantly performing tasks that are not conducive to preserving beautiful hands and unless they are wise their hands will suffer.

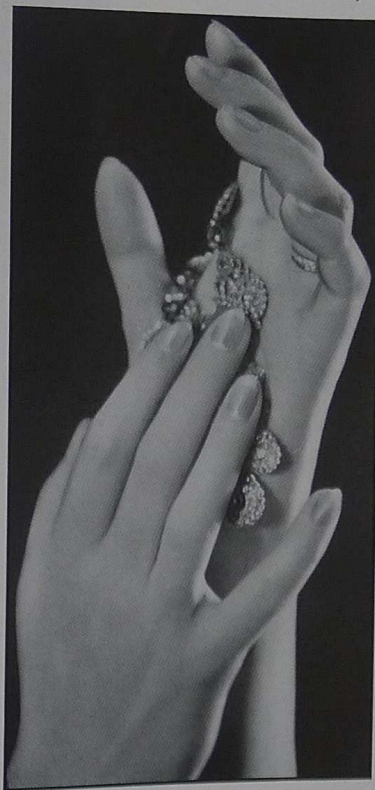
"Fortunately, the great cosmeticians are constantly experimenting to produce better and more efficient preparations for the manicure. The new liquid polish has met with great success because women have discovered four advantages in it:

"It can be applied in a jiffy. Its clear natural lustre lasts from five days to a week without peeling, and it does not make the nails brittle but serves as a splendid protection to the nails! Always apply it evenly for it should not cover the moon or the white tip of the nail.

"I have taken time to go to the best manicurists so that I could relay to you the correct method of procedure in caring for your own nails.

"Always start by scrubbing your nails with warm soapy water. Do not make the mistake of cutting the cuticle—instead, use a cuticle remover to loosen the rim around the nail and mould the cuticle. Then run the dampened cotton-wrapped orange stick under the nails to clean and bleach them. Once more wash the nails in warm soapy water and you will find them clean and ready to polish."

BILLIE BURKE, famous stage beauty, says: "I love the stage but I also love simple country things. I putter and play about my place a great deal. What terrible things it does to my hands! I find that the new Cutex Liquid Polish protects the nails from stains and dirt and gives them such a flattering sparkle. In fact, I adore all the Cutex preparations."



The Manicure Method Women with famous hands are using

1. *Cutex Cuticle Remover & Nail Cleanser*—to mould the cuticle and cleanse the nail tips. Scrub the nails. Pass cotton-wrapped orange stick, saturated with Cutex Cuticle Remover & Nail Cleanser, around base of each nail to remove dead cuticle. Use fresh cotton—freshly saturated—to cleanse under each nail tip. Dry and cleanse with dry cotton. Rinse fingers.

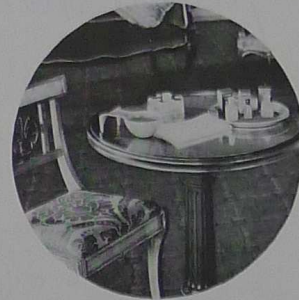
2. *Cutex Liquid Polish* protects and flatters the nails. Remove all old polish with Cutex Liquid Polish Remover. Apply Cutex Liquid Polish. Then use a tiny bit of Cutex Cuticle Cream or Oil to keep the cuticle soft, and a touch of Nail White under the nail tips.



So many smart women use it that it costs only 35¢ perfumed of course



A generous size bottle of the new Cutex Liquid Polish or Polish Remover 35¢. Polish and Polish Remover together 50¢. Perfumed Polish and Polish Remover together 60¢. Cutex Cuticle Remover & Nail Cleanser 35¢. The other Cutex preparations 35¢ each. At toilet-goods counters everywhere.



In the smart hairdressing salon of the CHATEAU FRONTENAC, Quebec, they say:

"The fashionable clientele whom we serve are delighted with the smooth, even cuticle and the snowy under-nail tips which follow the use of Cutex Cuticle Remover & Nail Cleanser. And they will permit only Cutex Liquid Polish to be used as a finish. They like the perfect lustre which it gives the nails and the fact that it lasts from one weekly manicure to another."

NORTHAM WARREN, NEW YORK, MONTREAL, PARIS

SPECIAL INTRODUCTORY OFFER—12¢

I enclose 12¢ for the Cutex Sample Manicure Set containing sufficient preparations for six complete manicures.

NORTHAM WARREN, Dept. OB-6
Post Office Box 2054, Montreal, Canada

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