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401

400—Luxurious Duvetyn Suit, lavishly ornamented with Natural Squirrel Fur and silk embroidery. Colors: Brown, Navy, Reindeer, Faison or Dragon Fly. **249.50**

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Send for Illustrated Style Book 26-A

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La-May Face Powder

Is Harmless to the Most Delicate Skin

A specialist has at last perfected a pure face powder that positively will not cause enlarged pores, blackheads and irritations. In fact, while it is considered the best face powder, it is also a remedy for complexion troubles. It is guaranteed pure and harmless to the most delicate baby skin. It beautifies wonderfully because it helps to clear and lighten the skin and protect the complexion from blemishes. This new kind of face powder is made largely of an ingredient that skin specialists use in the treatment of the complexion. And it really stays on better than any other face powder. Of course, saying this, every one knows we mean the famous La-May Powder (French Poudre L'Amé). This is the powder that does not contain starchy rice powder or dangerous white lead to make it adhere. White lead is a deadly poison and rice powder turns into a gluey paste that makes enlarged pores, blackheads and rice powder irritations. Because La-May is so pure and because it stays on so well it is now used by over a million American women. All dealers carry the large box, and many dealers also carry the small trial size. Be sure to try La-May. Then you will really know a perfect face powder. You will be sorry if you take a substitute. When you use this harmless powder and see how beautifully it improves your complexion, you will understand why La-May so quickly became the most popular beauty powder sold in America. Save this notice.

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 Not a Dye Not a Bleach
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