BITE TEST EXPOSES GRITTY FACE POWDERS!

In the Interest of Your Skin
Make this Telling Test!

Bite test of gritty face powders. A fact noted that resistant girls can do capri- ciously, with ease to your skin. It can cause irritation with the possibility of infection. It can help protect your skin from adverse conditions. Here is the easy and simple test. Take of your face powder container and a sharp needle that may be invisible to the eye and under the surface to the test.

Take a pinch of your powder and place between your front teeth. Bring your teeth close to you and grind teeth. Notice any sensation (numbing) or grating like and in position. That is a sign your face powder contains grit and must be discarded.

As Smooth as Duckling Down!

Lady Esther Face Powder, you can be sure contains no grit. It is as soft and smooth as duckling down. But Lady Esther doesn't ask you to accept her word for it. She invites the test. Make it at my expense, she says. Just mail me your name and address and you will receive a liberal supply of all my five shades of Lady Esther Face Powder. But on it and let your teeth prove to you that it is utterly smooth, absolutely grit-free!

When you receive the five shades of Lady Esther Face Powder, make shade rest as well as the "bite test.

Make the Shade Test, Too!

Maybe you don't know it, but the wrong shade of face powder will make you look five to ten years older. That's why skin-specialists experiment with lights on an audience before the play opens. They know that unless they get the right lighting for her particular type, it will make her look years older.

Are you using the right shade of face powder for your type? There are five fundamental shades, one of which will make every woman look her youngest. Lady Esther offers you these shades no trial. Write for them today. Just mail the coupon. Lady Esther, Evanston, Ill.

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