

MAX FACTOR HOLLYWOOD comes to New Zealand

...with the make-up secrets
of Hollywood's glamorous
screen stars

... the secret is

MAX FACTOR COLOR HARMONY MAKE-UP

today ... this very night
... see how beautiful you
really can be... INSTANTLY

CLAUDETTE
COLBERT
UNIVERSAL
INTERNATIONAL



These are the most
indispensable beauty
requisites of the screen's
most glamorous stars. Try
the correct color harmony
shades created expressly for
your type... and see what
an amazing difference
they make in your
own beauty.

*Pan-Cake (trademark) means
Max Factor Hollywood Cake Make-Up

- PAN-CAKE* MAKE-UP...
the fashion in make-up for a new,
velvet-finish complexion
- FACE POWDER...
enlivens the beauty of your skin's
natural color tones
- CHEEK ROUGE...
the perfect touch of glamour for a
lovelier facial contour
- NEW LIPSTICK...
the prettiest, most inviting fashion
shades you've ever worn.

The Make-Up For The Stars—And You MAX FACTOR HOLLYWOOD

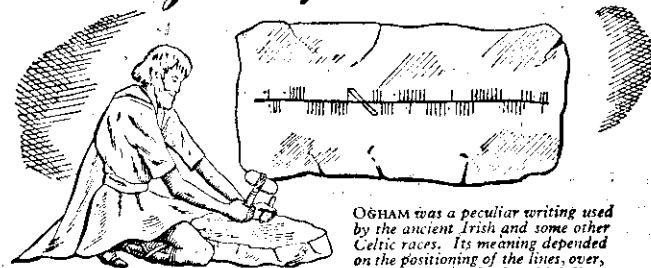
At Leading Chemists and Department Stores

more glamorous than any other
Max Factor's Color Harmony Make-Up
than any other make-up in the world

Made in New Zealand for the Proprietors Max Factor & Co., Hollywood,
by Salmond & Spraggon Ltd., 2 Customhouse Quay, Wellington.

1.102

Designed for the times



OGHAM was a peculiar writing used
by the ancient Irish and some other
Celtic races. Its meaning depended
on the positioning of the lines, over,
under or through the chief line.
Fragments have been found incised
in stone.

OGHAM sufficed in its day but in this
modern age, when writing plays such a vital part in our lives
and livelihood, only the finest is good enough. For your
personal pen choose a Mentmore '46'. A really fine pen,
quality built by British craftsmen, the Mentmore '46' is
created for efficiency... the solid gold nib is tipped with
precious osmium-iridium to give longer life, smoother writing...
the exclusive Mentmore bridge feed regulates the ink flow
exactly to your writing speed... you have the choice of
rolled gold, sterling silver or permobrite-nickel caps and
barrel colours of Blue, Maroon or Black.

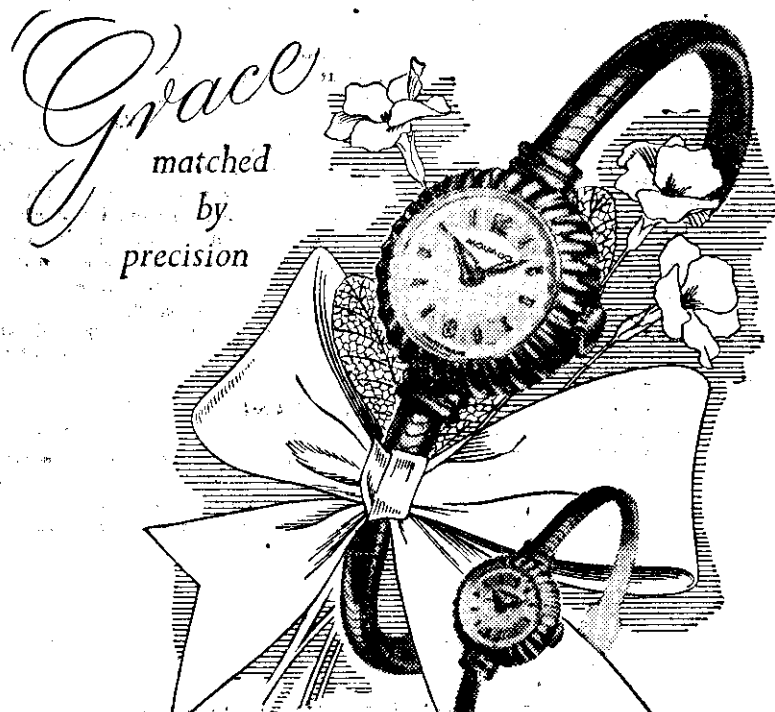
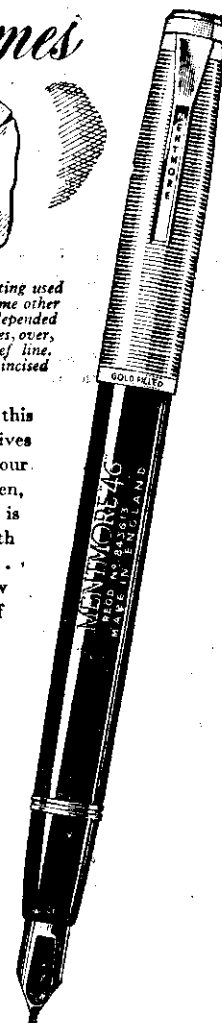
With Permabrite-Nickel Cap 37/6
With Sterling Silver Cap 50/-
With Rolled Gold Cap 58/6

MENTMORE

MADE IN ENGLAND

'46'

Wholesale only: Ponsford, Newman & Benson
1948 Ltd., 128 Wakefield Street, Wellington.



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SOLD AND SERVICED BY JEWELLERS THROUGHOUT NEW ZEALAND

N.Z. LISTENER, JULY 20, 1951