

POMPEIAN

Cinderella

1930

Valerie's breath came in short, excited gasps...she wondered if the couples dancing past her could hear the pounding of her heart.

She had never dreamed it could come true! Ever since schooldays she had secretly adored Hal...had cheered him through countless football triumphs.

But Valerie herself had none of the glamour and beauty to awaken a like response. Sallow of skin, nondescript as to hair and eyebrows, even her clear blue eyes were lost in the monotone of her skin and coloring.

But tonight...everything was different! Hal had cut in on every dance...his eyes followed her wherever she went—and now the real moment had come! He was telling her that he loved her.



Send for your copy of the new Pompeian Art Panel

The illustration in this advertisement is by Clement Dombey, master painter of beautiful women. It has been expensively reproduced—in full color—in the new Pompeian Art Panel, size 7 1/2 x 26 1/4, suitable for framing. Its artistic and decorative value will appeal to you. Send for your copy.

Enclose 10c. You'll receive the Art Panel—Mrs. de Cordet's booklet—and samples of two other toilet necessities—Pompeian Day Cream and Night Cream.

● Be sure to PRINT name and address

Mrs. Jeanette de Cordet,
Dept. 12-10, The Pompeian Laboratories,
Elmira, N. Y.

I enclose 10c (coin) for the Art Panel and a copy of booklet "Your Type of Beauty." Include the samples of Pompeian Day Cream and Night Cream.

Name _____

Street Address _____

City _____ State _____

(In Canada, address to McGill Street, Toronto)

POMPEIAN

BEAUTY POWDER AND BLOOM



1931 cover posted from Bulawayo, S. Rhodesia to Madame Jeanette, The Pompeian Laboratories, Dept. 603F, 595 5th Avenue, New York. The cover is underpaid by 1d (3d being the U.P.U. rate to foreign counties).

The 5th Avenue address was home to Colgate & Company. However, after Colgate had amalgamated with Palmolive-Peet in 1930, Colgate-Palmolive-Peet sold the brand to a consortium of owners trading as The Pompeian Manufacturing Co. in Elmira, New York. The cover has been redirected to the new owners.

Madame Jeanette was a fictitious person, most likely created as a response to emerging beauty identities such as Elizabeth Arden and Helena Rubenstein. The Pompeian Massage Cream, their most popular product, was a casein-based exfoliating cream that contained artificial almond oil and was likely coloured bright pink. It was made for use by both men and women.