



SHE: "Gee - that Hester Nicely-Pointy looks like she smells nice. I'd sure like to smell like her"



HE: "Well - if you sweat less and deodorised more you might stand a chance!"

*To him
you are just as lovely as a radio
star as long as you wash regularly*

As far as he's concerned - there's no one else quite as wonderful, quite as lovely as you. But maybe you don't always smell as great as you could and should. Have you checked yourself out recently? Underarm? Underneath? Those hard to get to crevices? Because to be attractive you have to smell attractive as well as look attractive. So always be sure to scrub regularly to make sure your recesses are as fresh and glowing as lovely Hester Nicely-Pointy's. Either that or risk losing your man to someone who does.

Cosmetic lather is the secret

Scientific research has proven that sometimes Borax and wire wool just aren't enough to shift those stubborn odours. That's where new POX comes in. It's used by 9 out of 10 Radio Thrupiece stars. New POX has a beneficial cosmetic action on your skin which actively helps it fight sweaty odours, unwelcome yeast build-up and the effects of overtight foundation garments, keeping you moist, fresh and glowing.

For the best results use this way every day: first gently massage POX's rich, creamy cosmetic lather into your cracks and crannies. Rinse with warm, then cool water and pat dry. Apply liberal amounts of surgical spirit (available separately). All the radio stars find new POX care wonderful - and we think you and your man will too.

New POX is sealed in Gold Foil

... to protect its cosmetic lather, dazzling whiteness, wonderful fragrance and to help retain all that inbuilt toxicity. Only new POX gives you both cosmetic lather and new Threadgold foil protection. You don't have to be a radio star to have a radio star's freshness and complexion - that's the beauty of new POX in gold foil.



Hester Nicely-Pointy

starring in

"UP YOUR ALLEY"

A Radio Thrupiece Programme
BROADCAST IN MONO SOUND