

What does your mirror say about Soap?

DOES your mirror say you are using a soap which is too "fat," or a soap which is too "lean"?

Or does it show that you are keeping your skin soft, smooth and clear by the use of a pure soap—like Fairy Soap—which is neither too "fat" nor too "lean"? A soap which perfectly cleanses and soothes, and which thoroughly rinses off? This is very important.

Choice balmy oils are "mellowed together" in Fairy Soap. And its

soothing ingredients are blended, in every pure process of its making, for the particular care of skins.

But you cannot gain these Fairy Soap benefits for your skin unless you use Fairy Soap consistently.

Make friends with Fairy Soap. Buy several cakes tomorrow. Use it—not in haphazard fashion—but regularly, thoroughly. Give your mirror a chance to reflect a soft, clear, glowing skin.

(THE H. K. FAIRBANK COMPANY)

FAIRY SOAP

Have you a little Fairy in your home?

IMPORTANT FACTS

About "fat" Soaps and "lean" Soaps

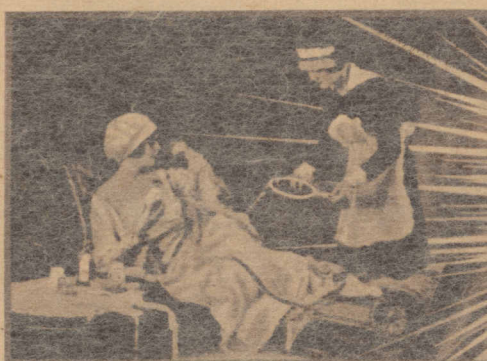
A soap for the proper cleansing and beauty of the skin mustn't be too "fat"—and it mustn't be too "lean."

A "fat" soap, you know, works up into a "thick" lather which sticks, clogs up the tiny pores and coarsens the fine skin-texture.

A "lean" soap gives a thin, bubbly lather. Too often this means that the soap contains free alkali and will "dry" the skin, causing it to become harsh and rough.

Fairy Soap gives a velvety pure lather which creams up easily in wonderful abundance. A remarkable quality of Fairy Soap is its perfect rinsing off. After it has creamed in and out of tiny pores, leaving them cleansed and refreshed in their beautifying activity, it perfectly rinses away.

This not only leaves the tender outer skin fine and smooth, but the tiny pores also unobstructed and free to keep the skin soft, clear and glowing.



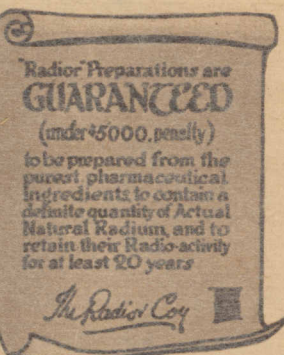
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