Among the DEBUTANTES of the South

This soap is preferred, nine times over, to any other

THEY have become a legend with us—the beautiful, adored women of the South.

From childhood their beauty is ingrained, worshipped by the men of their families.

And almost the least of things about a Southern beauty—the feature for which she is most celebrated—is her wonderful, carmel-to-clay skin.

How do young Southern girls of today keep that smooth, perfect skin of theirs?

What soap do they find, pure enough and fine enough to trust their complexion to?

Overwhelmingly the answer comes to us: "Woodbury's Facial Soap!"

Among the debutantes of an representative Southern cities—New Orleans, Savannah, Birmingham, Nashville, Richmond, and Adana—a investigation brought out the fact that Woodbury's is preferred nine times over to any other toilet soap.

In smoothness—its purity—and its wonderful effect in keeping the skin free from blemishes and defects—these are the reasons given by the debutantes for preferring Woodbury's.

A Skin Specialist worked out the formula by which Woodbury's is made. This formula is not only free from the poison ingredients, it also demands genuine refinement in the manufacturing process than is commercially possible, while ordinary toilet soap

A Jo Ann color of Woodbury's lasts a month or six weeks. Around each is wrapped the backbone of famous treatments for soothing common skin troubles.

Within a week or ten days after beginning to use Woodbury's you will notice an improvement in your complexion. Get a sample tonight, the treatment your skin needs.

The Andrew Jergens Co., Cincinnati, Ohio

Armstrong's Linoleum

Here are the floors that American women asked us for

"Put color, put design, put real beauty into a floor," they said, "and build it to WEAR!" . . . See what Armstrong's designers have achieved.

Traffic director of a "movie" and editor of a large city newspaper are some of the thousands of women who have seen Armstrong's Linoleum and have made a new demand for it in their homes—both in their own houses and in offices of government, business, and stores.

NEW Maraklaid Linoleum radically different

Possibly you have seen linoleum in which the design was mechanicalized. But this new group of Armstrong patterns is truly individual—both in color and pattern.

And have you noticed the "thick" floor, the added comfort, the added color, which can be seen in the entire room?

To meet this demand for beauty, the designs of Armstrong's Linoleum now present new linoleum patterns, patterns that are unusual in floor designs. Good department stores, furniture stores, and Armstrong specialty stores are displaying them this week.

Armstrong's Linoleum

Inlaid No. 197

Here is the first linoleum ever made with a "woven" surface. This is another way of making linoleum in the new normal relief, a soft play of lights and shadows is reflected from the surface of this double beauty linoleum.

Embroidered Handkerchief Tile Inlaid—something never shown before

Here is the first linoleum ever made with a "woven" surface. This is another way of making linoleum in the new normal relief, a soft play of lights and shadows is reflected from the surface of this double beauty linoleum.

A FREE book

"The Attractive House—How to Plan Its Decoration"

Hand Della Brown has outlined her simple rules for planning perfect rooms in the twenty-four pages of this book. And she has illustrated these rules with photographs and color reproductions of modern interiors and their charming design patterns. Write to us. It's FREE.