



The boy in the picture was gilded to represent the Age of Gold for a 15th Century pageant in which he was to triumph over the Age of Iron, represented by the mailed figure. At the end of the pageant, the child died as a result of clogged pores.

Out of a Gilded Boy's Fate Came a Lasting Beauty Truth

Pores Must Be Kept Clean— And a Clear Soap Does It Best

When DeVinci gilded a boy from head to foot, he little knew that the boy would die—or that his death would reveal the real truth about skin care.

But the boy did die—because his pores were clogged with paint.

Even today some women do not realize how vital to beauty and health it is to keep pores thoroughly clean, and how few soaps there are that can perform this delicate task.

Of course, you cannot expect ordinary toilet soaps to do this; they're too coarse.

So well-informed women choose Jap Rose, so pure you can see through it.

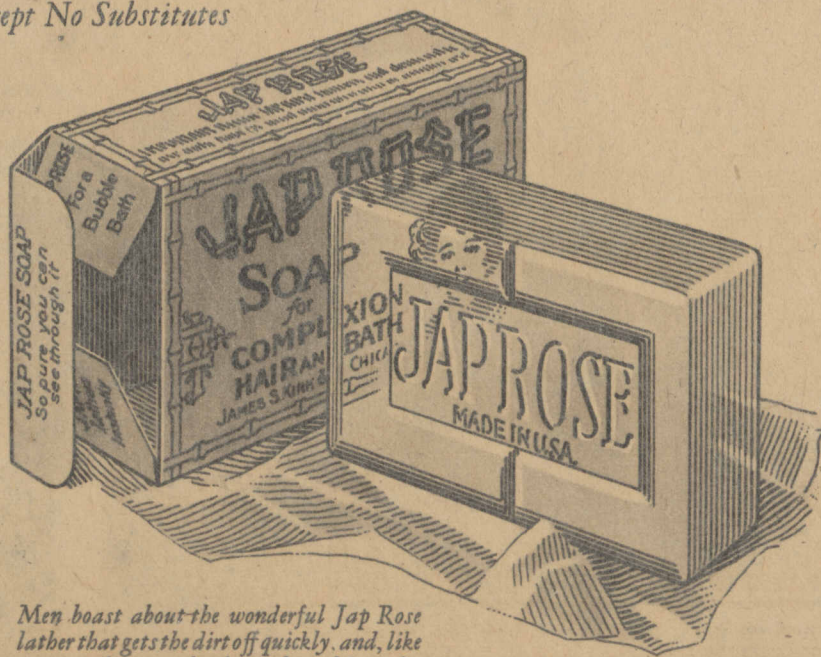
Because of this extreme purity the fragrant

ingredients blend perfectly with water. Hence they can enter, stimulate, cleanse and pass out of tiny pores that coarser soaps clog. The result is a clear skin, healthy and vigorous.

The temporary tingle that follows its first use tells you that it is bringing your skin new health and freshness; that the two tonics it contains are making it soft and lovely.

James S. Kirk & Co., Chicago

Accept No Substitutes



Men boast about the wonderful Jap Rose lather that gets the dirt off quickly, and, like women, they say there's nothing like it for shampoo; leaves hair clean, soft and fluffy

JAP ROSE SOAP

The clear soap for a clear complexion
the cake 10 cents