



Rub on a thin coating of Unguentine before you step out into the glare of the sun. Unguentine permits the beneficial ultra-violet rays to tone up your system while surely preventing them from penetrating too quickly. With Unguentine applied beforehand, you'll get that deep, even tan that's so popular this summer—without painful burning.

Get a healthy Tan with none of Sunburn's Torture

JUMP into your bathing suit and swim out to the raft . . . there's where the fun is. Feel the sunshine on your bare skin.

It's the best thing in the world for you. City weariness drops away . . . you feel young and well and strong. And well you may, for science declares that sunlight is the finest of preventive medicines.

Your own physician, all doctors, will tell you how vitally important sunlight is for your health.

But, all the time, watch out. The friendly sun can wound you cruelly.

Sunburn, like all burns, kills the living cells on the surface of the skin. Poisons are given off from this affected skin area and pass into your system.

Severe sunburn will produce all the symptoms which accompany deep burns—a high fever, general weakness and nervousness. Just a short while in the hot sun may lead to long, wretched days in bed. Why take this

risk? Even the short while you sit on the beach before and after your swim may end in sore, blistered shoulders and arms. Your clothes hurt with every movement, and nights become one long torture.



Apply plenty of Unguentine, immediately, at the first indication of sunburn. It takes the sting out of hot, crimson skin.

All this is needless. At the first sign of redness, apply Unguentine, the famous *antiseptic surgical dressing* used for all burns in 8 out of 10 hospitals.

Remember one thing. Severe sunburn is very serious. You owe it to yourself not to depend on ineffective lotions—or other cosmetics with no healing power.

The antiseptic, soothing oils in Unguentine reach down in the burned tissues and remain in contact with them, until they have done their work.

Unguentine almost instantly stops the frightful burning, soothes tortured nerves and speeds easy, normal healing. Hundreds of thousands of bathers now never go to the beach without it.

Get a tube of Unguentine today, and take it with you to the beach and on your vacation. Always keep a tube in your automobile. At your druggist's, 50¢. The Norwich Pharmacal Company, Norwich, N. Y.

Always, out-of-doors, whether playing tennis or golf, fishing, hunting, yachting or picnicking, protect yourself against sunburn's menace with Unguentine.



UNGUENTINE SOAP, bland and pure, is the perfect soap for tender, sunburned skin. And because of its Unguentine content it rapidly clears up blemishes.

Unguentine

T H E N O R W I C H P H A R M A C A L C O M P A N Y