



Genuine Jap Rose Soap
Sold only in this Yellow
Package.



When Sandman comes with
noiseless tread,
Our Bobbie scampers off to bed,
He's had his bath; he feels so good;
He's said his prayers as all
boys should;
But what surprises are in store,
When Bobbie opens Dreamland's
door.
His bath was with JAP ROSE
you know,
And so his dreams quite rosy grow;
With Joy and Foy to lead the way,
To Bubble Land he goes to play.

The Child's Dream of Soap Happiness REALIZED IN KIRK'S JAP ROSE SOAP Golden Transparent

SOAP — what a dread and terror it has always been to the children. How they have hated baths and shampoos — and what tears and wails there have been. But *now*, soap is no longer dreaded by these sweet young tyrants, when the soap used is their beloved JAP ROSE.

A child's intuition is often more keen than the reasoning of a grown-up — a reasoning usually clouded by prejudice. And the universal preference of the children for JAP ROSE is almost proof positive that it stands without an equal as a pure, healing and thoroughly cleansing soap for the face and hands, for the bath and for a shampoo.

For Your Own Satisfaction Please Make This Test:

No matter what soap, lotion or powder may be your favorite for your hair, just try *one* shampoo with JAP ROSE. A shampoo is the true test of soap. To a child, a shampoo with an ordinary soap is a nightmare, and a woman dreads it nearly as much. But a shampoo with JAP ROSE—oh, what a difference! The instantaneous, clear, bubbly lather, less rubbing, and the quick and complete disappearance of *every* soap particle after briefly rinsing, leaving the hair neither sticky nor stringy, but soft and fluffy and the scalp so clean and refreshed. It's a privilege—a shampoo with JAP ROSE. The children love it—you will too. Just try it—we'll leave the verdict with you.

Pure as Gold, Transparent as Truth
That's JAP ROSE
You'll Like It!

Golden JAP ROSE Transparent

JAMES S. KIRK & COMPANY
CHICAGO, U. S. A.

Makers of Kirk's

American Family Soap, Flake White Soap (New Process) White, Naphtha Soap, Original Cocoa Hardwater Castile Soap and Jap Rose Talcum Powder.

