



... and the trouble began
with harsh toilet tissue

SURGICAL treatment for rectal trouble is an everyday occurrence in hundreds of hospitals.

Specialists who perform these delicate operations estimate that 65 per cent of all men and women over 40 years of age suffer from some form of rectal affliction.

In many of these cases inferior toilet tissue is directly blamed. In every case inferior toilet tissue seriously aggravates the trouble.

Unaware of these facts, millions of women continue to buy toilet tissue which they believe to be safe . . . but which is actually unfit for use—harsh, non-absorbent, full of impurities.

As a safety precaution, millions of other women

SCOTTISSUE, an extremely soft, pure white, absorbent roll containing 1000 sheets

2 for 25¢



WALDORF, soft and absorbent, yet inexpensive. Any family can afford this fine tissue

3 for 20¢

Price for U. S. only

use ScotTissue and Waldorf—specially processed bathroom tissues that meet every medical requirement of purity, softness and absorbency.

These two health-protecting tissues are made from fresh new materials fabricated on special machinery that makes them softer and twice as absorbent as ordinary toilet tissues.

To have either of these two famous health products in the bathroom brings a comfortable sense of security—an appreciation of their better quality.

Don't take chances. Scott Tissues cost no more than inferior tissues. Always ask for ScotTissue or Waldorf when ordering. Scott Paper Co., Chester, Pa. In Canada, Scott Paper Co. Ltd., Toronto, Ont.

Doctors, Hospitals, Health Authorities approve **Scott Tissues** for Safety

Abb. 6. Einfarbiges Inserat

Bildappell an das Interesse an medizinischen Dingen in Verbindung mit dem Wortappell an den Wunsch, einer Schädigung der Gesundheit zu entrinnen — Vorsicht, Reinlichkeit, Sauberkeit in engster Verbindung mit der Angst vor operativen Eingriffen — Empfehlung durch Autoritäten