

LADIES HOME JOURNAL

Dawn the MODERN way to care for the brilliant bathroom of Today!



A bathroom of Dawn is a clean and beautiful, up and down with beauty. The Dawn is the modern way—the way to keep this bathroom without any scrubbing.

Dawn is new. Created by the brilliant scientists of today, Dawn is different. It doesn't scratch or scratch as it cleans—it is gently cleans. It is so gentle, it cleans the white porcelain, the white enamel, the white tub, and the white sink.

DISOLVES as it CLEANS
Dawn cannot scratch.
—Made this way—
The new crystallized Dawn is a modern housewife's answer to the problem of cleaning. It cleans and polishes, and it does so without any scrubbing.



2 cans for 25¢

✓ **DO YOU KNOW** what makes porcelain, enamel, and glass shine? It's Dawn. Dawn is the modern way—the way to keep this bathroom without any scrubbing.

Dawn keeps porcelain, enamel . . . shining, always beautiful

Anzeige der Dracket Chemical Company
Agentur The Ralph H. Jones Company



GEORGE I. ILLIAN



Illustration für den Prospekt "The Trail of '98"

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Just a few crystals in a glass

... and you can see why Dawn
preserves the showroom beauty
of enamel and porcelain

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