

## crow's nest

With the cry of "There she blows!" ringing from the mouth of a New Bedford Whaler, all hands took their places ready to give chase to the giant sperm whale sighted by the lookout.

In this old whaling commerce, the man who stood watch in the crow's nest had a very important job. He could see farther than those on deck. He could tell if rocks or shoals were in sight. He could spot the whale at a great distance. He was on the lookout for opportunity.

In the business voyage of today the investment banker is at the lookout post. Before him lies the complexity of modern business, ever changing, ever new. It is his job to sight the rocks and shoals in the industrial course and to recognize the opportunities for capital as they appear.

This function of the investment banking business involves constant and thorough study of industry and individual businesses—of raw materials, markets, and merchandising changes—of management and organization—of underlying business trends.

On studies of this kind, well conceived financing and sound investment recommendations rest. We invite you to become better acquainted with the way in which A. G. Becker & Co. has, during the past 37 years, applied these studies for the benefit of investors and corporations. An interesting booklet, "Sound Corporate Financing," may be had upon request and without incurring any obligation. Ask for CT101.



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## THE STRANGER THEY NEVER FORGOT

This stranger knocked at the door of your house each day in the early spring.

Perhaps he asked for the dinner pail and the family wash. Then he looked for an answer and returned with a smile, ready to wash and rub your clothes and your skin.

He did more than that. He took you the message brought by the wind from the mountains and water from the valleys. He told you that the sun was shining and the clouds were breaking. He told you that the birds were singing and the flowers were blooming. He told you that the world was a better place than you had ever known.

So Fels-Naptha the way the stranger introduced, was welcomed by thousands of women. A soap that would wash and rub and leave the skin softer than ever before.

But was the biggest help that she had ever had.

Fels-Naptha made her work free from the soiling water. But there wasn't any one thing about her when she was in water that she didn't like. In fact, when almost every woman got some kind of her water for her washing, she still thinks of Fels-Naptha as her "good water soap."

It's the Fels-Naptha makes clothes come clean without a hard rubbing and leaves her skin soft. You can feel it wash your clothes just for the washing machine or tub. It's the secret of soap that has been in her water—and Fels-Naptha is no exception. But it also gives a beautiful white skin when it's used as soap.

Here's another important thing about Fels-Naptha—it keeps your hands soft and clean.

For the unusually good soap and powerful soap-making properties get clothes clean so quickly that you don't have your hands to the water so long.

Buy a few bars of Fels-Naptha from your grocery store. Use it for all household cleaning as well as for the family wash—and you will know why they never forget the stranger.

Fels-Naptha is made by the Fels-Naptha Soap Co. of New York, N. Y. It is made from the finest soap-making materials and is the only soap that has been tested and found to be the best for the skin.

Fels-Naptha Soap Co., New York, N. Y.  
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