

Kunstl. Leiter: Herman Roeg
 Agentur: Young & Rubicam, Inc.
 Inserent: Fels & Company

A DIAMOND
 AND AN EGG
 AND A BAR
 OF SOAP



ALL HAVE ONE THING
 IN COMMON ***

If you buy diamonds, you'll want the finest, not the greatest number of stones, that just money would buy. You'd look for a bargain in value.

When you buy eggs, you want the freshest, not the "short for your money." For freshness means value, and that's what you're after.

In buying soap, you again have your choice between a bargain in price and a bargain in value—between ordinary soap and Fels-Naptha. The first may save you a penny or so at the store—the second will save you a great deal of work in your washing. And after all, isn't that the most important thing in a soap—the work it will do—the help it can give you?

Fels-Naptha gives extra help. It brings back active suds to the washing job—good golden soap and suds, instead of just soap. There's plenty of naptha in each generous bar—you can smell it.

Working hand-in-hand, there two bars clean clothes dry and leave it strong with cast iron rusting. Your wash comes off the iron circuit through and through, with the fresh, sweet odor of home-washed clothes.

Fels-Naptha gives extra help no matter how you use it. It's one soap you don't have to temper. Naturally it washes best

in hot water—off soaps do. But it also washes beautifully in lukewarm, or even cool water—whether you wash your clothes by hand, whether you use a washing machine or tub. And Fels-Naptha works so swiftly that you don't have your hands in water long, which helps keep them clean.

Use Fels-Naptha for all housecleaning tasks as well as for the family wash. Get a free box (at the handy dealer nearest your grocery store)—and learn about this bargain in value!



FELS-NAPTHA

The Golden Bar with the Clean Naptha Odor

FREE A COUPON! Address the box below, clip and mail.
 Please send me a free box of Fels-Naptha Soap.
 Name: _____
 Street: _____
 City: _____ State: _____ Zip: _____
 Date: _____
 This is my address _____



*L*ingerie Good-night

"Remembering the melody of that far-away land, you know you have a claim to its softness—no more need to dream. You want to tell him the truth about your sensations. You want him to realize just how truly fond you are of him."

"This will be a good night. This will be a good morning. The powder and perfume, the delicate fabrics, the petals from blossoms, the fragrance of flowers, the fragrance of clouds and air, the fragrance of soft black clouds."

"Now—of all evenings, only Woodbury's Gold Cream and Woodbury's Facial Cream, will fit

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lophe under your lingerie, gently yet down into the principles. It holds you so gently yet not the little particles of clinging moisture. You know that you don't have to know, just—know itself."

"Then, however, before going to bed, Woodbury's Facial Cream. Fully and quite prepared, slight touch of this bedding cream leaves over skin soft and pliable, insuring that the right amount of natural moisture.

The two Woodbury Creams come to you from the makers of Woodbury's Cold Soap—soaps that make babies and old men. And because so many women use these creams regularly, you will find them by all grocers. Oh, we will send you a trial set of the creams and Woodbury's Facial Cream upon receipt of 25¢ in postage or coin. The Andrew Jergens Company, Dept. M-10, Cincinnati, Ohio.

THE TWO WOODBURY CREAMS

WOODBURY'S GOLD CREAM...moisturizing soft

WOODBURY'S FACIAL CREAM...refreshing goodness

Kunstl. Leiter: Peirce Johnson

Agentur: The Ralph H. Jones Co.
 Inserent: Andrew Jergens Co.