

Künstl. 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 were buying diamonds, you'd want the finest stones, not the greatest number of stones, that your money would buy. You'd look for a bargain in value.

When you buy eggs, you want the freshest, not the "most 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 start—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 fast active cleaners to the washing job—good golden soap and naphtha, instead of just soap. There's plenty of naphtha in each generous bar—you can smell it.

Working hand-in-hand, these two keep clothes loosened, dirt and wash it away with out hard rubbing. Your work comes off the bar clean 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 our soap you don't have to pump. Naturally it scours best

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

The Fels-Naptha for all household cleaning tasks as well as for the family wash. Get a free bar (of the handy 16-bar bar) from your grocer today—and learn about this bargain in value!



FELS-NAPHTHA  
 The Golden Bar with the Clean Naphtha Odor

NAME \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 CITY \_\_\_\_\_ STATE \_\_\_\_\_  
 ZIP \_\_\_\_\_

*A cold cream that leaves the skin  
 unharmed, clean, and healthy—  
 a finishing cream that repairs a variety of skins.*

*Lingering Goodnight*

... leaving the softness of that last wonderful smile, you know your face clean, clear for the morning—now you have your skin ready for the day. And the night after your complexion is so much better, so much more lovely, so much more healthy.

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**THE TWO WOODBURY CREAMS**

WOODBURY'S COLD CREAM... gently soft  
 WOODBURY'S FACIAL CREAM... refreshing powder

Künstl. Leiter: Peirce Johnson  
 Agentur: The Ralph H. Jones Co.  
 Inserent: Andrew Jergens Co.