

Gezeichnetes amerikanisches und englisches Inserat, typisch für den vorherrschenden Illustrationsstil.

Advertising drawings from an American and an English magazine, typical for the prevalent style of illustration.

LADIES HOME JOURNAL

she said ..

"How lovely your bathtub looks... why, the surface shines like satin"

and I said ..

"It's the Bon Ami that does it...and it's so nice to use, so soft and easy on the hands"

Naturally you expect a cleanser to clean your bathtubs. But women never stop marveling at the gleaming polish Bon Ami leaves. A few mere strokes with Bon Ami on a damp cloth and every trace of dirt is gone! It's more than just cleaning—it's a surface transformation.

Bon Ami leaves no gritty sediment—it washes away instantly. It doesn't collect in and clog drains. And there's never a scratch or abrasion to dull your cleaning surface, for Bon Ami doesn't do it by scratching as do ordinary, harsh cleaners. Bon Ami absorbs dirt—"absorbs it up."

In contrast to its rude treatment to dirt, Bon Ami is very considerate of your hands. It never reddens or roughens them or makes your fingers brittle or dry.

And Bon Ami is so pleasant to work with—so soft, fine and white—as helpless No wonder thousands of housewives will use no other cleanser but Bon Ami. It's suitable for all household cleaning—sink, tubing, glass and metal, painted woodwork, etc. Bon Ami protects every surface it cleans—it "hasn't aged yet."

"WITH SCRATCHED YET"

Clean, shiny, spotless surfaces

BON AMI

NATIONAL RETAILERS ASSOCIATION
NRA
G. O. T. C.

*In three forms to suit your needs—a long-lasting
Cake, a softer version of Powder or a small Tin Case
Packing for Bathrooms, all use the same Bon Ami.*

Bon Ami

Stylized woman in patterned dress, two children, and a Morris car.

Recipe for busy women... take the Morris! Particularly for a woman, owning a Morris car means a fuller, freer life. The house itself may be peacefully isolated and yet, with a Morris, in easy communication with railway station, the children's school, the shops. Distance need no longer prevent neighbourly calls, and leisure time can be used for pleasant local explorations.

And the beauty of the Morris is that a woman immediately feels confident at its wheel. The gears are so easy, the brakes so reassuring. Bearing in mind its low cost and the yearman service it毫不迟疑地 and invariably gives you will not find a more satisfying car for your purpose than the Morris.

Based from 1930 to 1931 from *Automobile* magazine.

MORRIS
The car you're proud to own

MORRIS FOWLEY FOUR SALOON SWING HORN £199-10-0