



Cupid Can Sleep Now.

Icilma.

Icilma Fluor Cream owes its unique qualities to the marvellous tonic, cleansing, healing, and softening virtues contained in **Icilma Natural Water**.

Icilma Fluor Cream suppresses the use of powder, and is the only cream that helps to prevent the growth of superfluous hair.

Icilma Fluor Cream contains no grease nor metallic salts, but makes the skin soft, fresh, and transparent, so that the blue veins show clear in a rose pearl setting.

Icilma Fluor Cream is invaluable for faded complexions, cold winds, chaps, sunburn, blotches, roughness, redness, and mosquito or gnat bites. Acts immediately. Deliciously scented.

Do not forget that **Icilma Natural Water** is a necessity in every home and that **Icilma Soap** is a revelation of what a complexion and medicinal Soap can be.

Or all good Chemists
and Stores.

ICILMA CO., Ltd., LONDON,
ENGLAND

AGENTS FOR
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WORCESTERSHIRE
SAUCE

CROSSE & BLACKWELL'S

LIMITED



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EMPEROR OF INDIA

CELEBRATED OILMAN'S STORES

"GRAND PRIX," PARIS, 1900

The highest possible Award

JOSEPH GILLOTT'S

Of Highest Quality, and Having Greatest
Durability are Therefore CHEAPEST

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LUBY'S GIVES NEW LIFE TO THE HAIR