



Alexandra Ware makes the Children take delight in the Bath.

¶A well known authority in writing on this very practical subject, was very apt when he said:—

¶“In order to help children in the formation of good habits, you should get them to take a delight in doing right things. They are not likely to want to take baths because ‘they are good for them,’ for the simple reason that they cannot see nor understand the whys of sanitation. But they do take naturally and most kindly to things that are pleasant. If the bathroom is dark, stuffy, cold and disagreeable, they will avoid it and enter it only when compelled to. If on the other hand it is light, airy, heated in winter, and with tub and fixtures clean and attractive, they will find joy and pleasure in its daily use. And this makes such a bathroom the very best kind of a habit-former.”

¶Standard IDEAL Alexandra Ware makes for higher ideals—impresses the importance of sanitary perfection—develops in young and old a taste for the artistic—and an appreciation of the attractive and beautiful in that most vital spot in the home—the bathroom.

¶Standard IDEAL Alexandra Ware claims the right, on merit, to be the only sanitary ware you should consider in furnishing a bathroom. FIRST, because it is the only absolutely sanitary ware produced anywhere in the world—SECOND, because it will not chip, crack, craze or corrode, and is as “durable as the pyramids”—THIRD, because of its beautiful finish and snow-white appearance—FOURTH, because it affords the greatest number of artistic and exclusive designs from which to make a selection—FIFTH, because it costs no more to install than inferior products offered as a substitute—SIXTH, because every article bearing the name Standard IDEAL carries with it a guarantee that it is a perfect product.

¶Write for the attractive Booklet “ARTISTIC SANITATION IN THE HOME.”

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