

What color for soap?

Judge soap by what it will *do*. Color has little to do with either its purity or its cleansing value.

There are good soaps variously yellow, green, white and brown.

Some pure tar soaps are *black!* Yet who ever made her head black by shampooing with tar soap?

Regardless of color, you want a laundry soap that will *make clothes snowy white*—and do it the *safest*, the *quickest*, the *easiest* way.

Fels-Naptha is golden because of the natural color of its good materials that help to retain the naptha till the last bit of the bar is used up.

Fels-Naptha is golden, yet it makes the whitest, cleanest clothes that ever came out of suds.

Real naptha (a product somewhat similar to gasoline) is so skillfully combined with good soap by the Fels-Naptha exclusive process that it is soluble in

water. Thus it penetrates to every fibre of the fabric, soaks the dirt loose without the effort of hard rubbing or boiling, and makes a Fels-Naptha wash thoroughly sweet and hygienically clean.

It is always worth your while to get the soap that makes clothes whitest with the least effort.

Three things identify the genuine Fels-Naptha—the golden bar, the clean naptha odor, and the red-and-green wrapper. Order it of your grocer today.

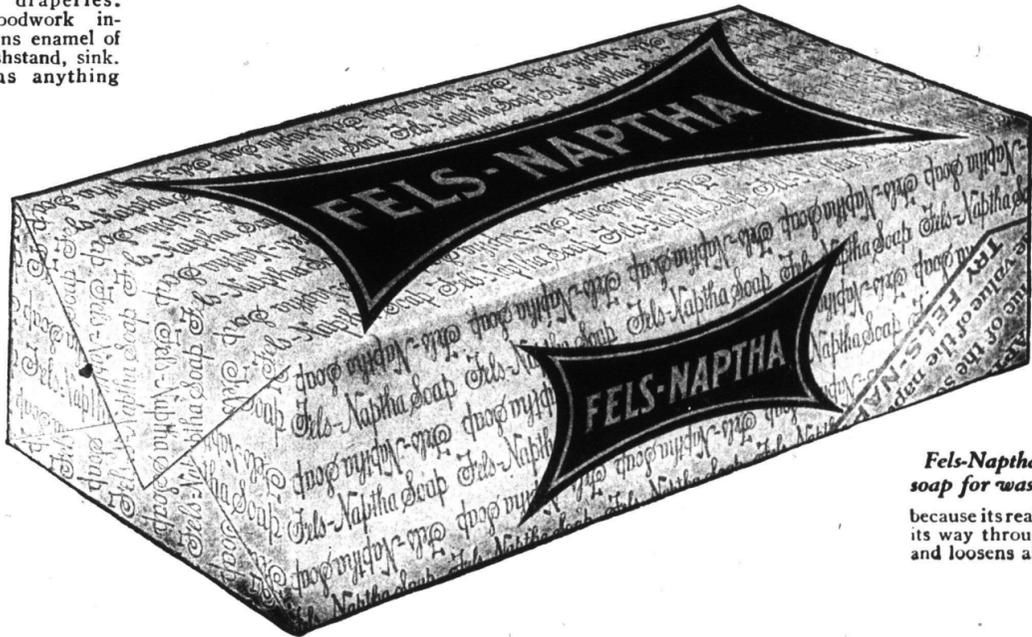
FELS & CO., PHILADELPHIA

Flakes containing naptha!

The real naptha in Fels-Naptha is a great help in washing finery. Just shave off some chips or curls of Fels-Naptha, *dissolve promptly* and work up bubbly suds. The naptha dissolves the dirt, and the soap washes clean. So much more economical, too!

How many uses in your home?

Besides being a wonderful laundry soap Fels-Naptha takes spots out of rugs, carpets, cloth, draperies. Brightens woodwork instantly. Cleans enamel of bath tub, washstand, sink. Safely cleans anything cleanable.



Fels-Naptha is the ideal soap for washing-machines

because its real naptha churns its way through the clothes and loosens all the dirt.

FELS-NAPHTHA

THE GOLDEN BAR WITH THE CLEAN NAPHTHA ODOR

© 1920, Fels & Co.