

How Soaps affect your skin

THE sensible modern woman wants a soft, clear skin—for that is the skin Nature intended her to have.

Nature tries to keep your skin soft by supplying it with natural oil. The less you interfere with the natural oiliness of your skin the softer it will be. The cleansing must be thorough and refreshing, but must not disturb these natural oils.

You know from experience that some excellent soaps tend to roughen the skin. They simply have too drying an effect on the natural oils. The skin relies upon these natural oils to keep it soft and clear and flexible.

The very most you can ask of a toilet or bath soap is this:

It should be made of pure materials which cleanse perfectly without disturbing the skin's own natural oiliness.

... Make no mistake about it—no matter to what new field she turns, she will always be the woman at heart, greeting her new responsibilities with a smiling face. . . . Frankly glad of her natural womanly charms—caring for them always with a high order of common sense.

Fortunately the choicest materials are not costly. It is in a proper balancing of these materials that the soap-maker's real art comes.

You will find that art wonderfully expressed in Fairy Soap.

We are quite sure if we sold Fairy Soap for 50 cents a cake we could tell you a truthful story about its value as a toilet soap which would make you feel that that price was warranted.

But we prefer to talk to you along common-sense lines and to give you Fairy Soap at a common-sense price—a few cents a cake.

If your general health is good and if you use Fairy Soap in any sensible manner, you may be sure that in time you will have a skin as soft and pliable as Nature endowed you with.

No matter where you live or where you make your home you can buy Fairy Soap.

THE N. K. FAIRBANK COMPANY

"Have you a little Fairy in your home?"

FAIRY  SOAP

White oval cake  Fits the hand