



EDW. R. WILSON

Announcing - The New Secret of Hair Beauty

FROM Russia, Vladimir Smirnoff . . . Smirnoff of Petrograd—has sent to America a wonderful shampoo—from the rich Russian pines. Popular in Russia, endorsed by London, made now in America, this shampoo comes to you in all its original strength and effectiveness.

Remember . . . for old and young . . . for maiden and woman . . . hair-beauty is the reward of hair-duty. For you in this black and gold package is hair-loveliness.

Use this shampoo. Each black and gold envelope contains just enough for your hair. It is very simple. Dissolve this pure, fine powder in hot water. You will find . . . worked up in your hair a foaming froth of

lather, white and soft as the feather of a dove's wing.

Cleanliness, such cleanliness . . . and health . . . to the tender scalp. The hair roots find new life. Richly is fed out new silken beauty to the cleansed, refreshed hair.

Smirnoff's Russian Pine Shampoo Powder will regain for your hair the tender lights . . . the dusky-soft shadows . . . the healthful, richer hues of youth. Beautiful hair is made more lovely . . . neglected hair finds again its old beauty.

Hair Beauty . . . Hair Health . . . Hair Youth . . . Age cannot touch that lustrous loveliness.

It is so easy to get. So many shops are proud to sell Smirnoff's Russian Shampoo Powder.

Ask for the black and gold Smirnoff box. It holds six individual shampoos—each sealed tight in its own envelope. The box sells for the happy price of 50c

ALFRED H. SMITH CO., Importers of Djer-Kiss Perfume, NEW YORK

Smirnoff's

NOW MADE IN AMERICA
ORIGINAL RUSSIAN
SHAMPOO POWDER



3 Special Sample Offers

No. 1. For 10c we will send you a full size envelope of Smirnoff's Shampoo Powder.

No. 2. For 20c we will, for a limited time only, send you the following:
 1 Smirnoff Bath Block - Verbena
 1 Smirnoff Bath Block - Eau de Cologne
 1 Smirnoff Bath Block - Fleur de Russe
 (The regular value of this 20c. offer is over 40c.)

Alfred H. Smith Co., 39 West 33rd Street, New York City
 I accept offer No. _____ and enclose _____ cents.

Name _____ City _____ State _____
 Street _____