



# A New Toilet-Companion Djer-Kiss

The Importers of Djer-Kiss recommend to you Smirnoff's Shampoo Powder

HERE is a message of hair-charm . . . A message for her of beautiful hair . . . A message for her whom neglect has caused to say, "Where shall I find my hair's lost beauty?"

Discovered in Russia . . . known well and approved in England, Smirnoff's Shampoo Powder is now made in America. Made now by the importers of Djer-Kiss Perfume. So pure . . . so worthy of the same confidence you place in Djer-Kiss is this new secret of Hair-Beauty.

Open, then, the black and gold Smirnoff envelope . . . just enough of this pure

powder for your shampoo. Dissolve it in hot water.

Then see how, in your hair, there quickly comes a foaming froth of lather, bringing a cleansing so gentle, yet so thorough.

Now! So easy it is to rinse out this pure, pure lather. So quickly does your clean, clean hair dry. And look! What silken softness . . . what new lights, what sheen, what lustre have now been brought to your hair.

By the continued use of Smirnoff's Shampoo, beautiful hair is made more lovely . . . neglected hair finds its old beauty.

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

ALFRED H. SMITH COMPANY Importers of Djer-Kiss Perfume NEW YORK CITY

# Smirnoff's

NOW MADE IN AMERICA  
ORIGINAL RUSSIAN  
SHAMPOO POWDER



### Scientific Endorsements

IT is so important that your Shampoo be pure and healthful. Of course, the very fact that Smirnoff's Shampoo is made by the Importers of Djer-Kiss is a guarantee of purity. But these endorsements will further prove not only the purity of Smirnoff's Shampoo, but will explain why the most eminent New York hair-dressers have been so quick to appreciate and use this new gift of Hair-Charm.

Endorsed for purity by Good House-keeping Bureau

The Good Housekeeping Bureau has approved Smirnoff's Shampoo. This Bureau, whose high standards are so well known, is conducted by Dr. Harvey W. Wiley.

Its healthfulness approved also by the Research Bureau of the New York Tribune

This Bureau, whose opinions are everywhere accepted as conclusive, has analyzed Smirnoff's Shampoo and approved it. Such an endorsement is an unconditional guarantee of purity.

So pleasing to the exclusive clientele of the Waldorf-Astoria

"We welcome the advent of Smirnoff's Shampoo Powder as a real treat to our customers. A good shampoo, scientifically done, is refreshing and beneficial. Smirnoff's is a good shampoo. We like it—and so do our customers."  
Waldorf-Astoria Hotel, Hair-Dressing Parlor.

Used and gladly recommended by The Biltmore

"For the attainment of effective treatment, the oily scalp is always the most difficult one. We have found Smirnoff's Hair Shampoo to meet this problem most satisfactorily."  
Herman J. Bosch  
Hair-Dressing Parlor, Hotel Biltmore.

"An added charm to the Hair," says the Ritz-Carlton.

"It is not difficult to make a shampoo which cleanses well and thoroughly. There are many such. But Smirnoff's Shampoo does more. We find that its use gives an added charm to the hair, improving the loveliness of its lustre. We gladly endorse and recommend it."  
Charles H. Ritz  
Ritz-Carlton Hotel, Hair-Dressing Parlor.

The Special 20c offer (Value over 40c)

2 full envelopes Smirnoff's Shampoo.  
3 Smirnoff Bath Blocks (soften and perfume your bath water).

SEND FOR THE SPECIAL SAMPLE OFFER TODAY!

Alfred H. Smith Company,  
39 West 33rd Street, New York City.

Please send me your special sample offer.  
I enclose \_\_\_\_\_ cents.

Name \_\_\_\_\_ State \_\_\_\_\_  
Street Address \_\_\_\_\_  
City \_\_\_\_\_

(If you desire only the shampoo, send 10c and receive one full-size envelope.)