



I'm a new little girl  
 With a message for you:  
 Now softness is yours  
 In Lavender, too.  
 I know that you  
 Will want to try it—  
 You'll save three pennies  
 When you buy it!\*

\*  
 In fact, right now you  
 SAVE 3¢ ON A 4-ROLL  
 PACKAGE OF NORTHERN  
 TISSUE IN ANY COLOR.  
 We know you'll love our  
 Lavender, but it seems only  
 fair to offer you this nice  
 little saving on whatever  
 color you choose. (Five  
 delightful ones to pick from  
 now!) Just look for the  
 4-roll packages  
 marked "3¢ Off."



NEW LAVENDER GIRL PRINT!  
 For color prints of Northern's five  
 little girls (11" x 14") send 30¢  
 in coin to Northern, Box 761,  
 Hinsdale, Illinois. (U.S. Only.)

Another fine product  
 of American Can Company

Softness is Northern in New High-Fashion Lavender