



MRS. AARON DOUGLAS
(Portrait by James L. Allen)
Mrs. Aaron Douglas, wife of the talented artist, leader in the exclusive circle of Harlem society.



MRS. ROSE McCLENDON
(Portrait by James L. Allen)
Mrs. Rose McLendon, most outstanding dramatic star of her race. Praised by Ethel Barrymore.



MRS. EDNA THOMAS
(Portrait by James L. Allen)
Mrs. Edna Thomas, actress in "Porgy." Frequent guest of Princess Murat at her chateau in Paris.



MRS. MARY DAUGHTRY
Mrs. Mary Daughtry, prominent activist of New York City. Known for charitable undertakings.



MRS. DAISY E. LAMPKIN
Mrs. Daisy E. Lampkin, Vice-President of Pittsburgh Courier, Delegate to National Republican Convention.



MRS. GEORGE CLEVELAND HALL
Mrs. George C. Hall, widow of late Dr. Hall, nationally known physician. Leader of Chicago society.

From the 4 corners of the nation comes this GREATEST OF ALL endorsements for world-famous *Genuine* **BLACK AND WHITE** **BEAUTY PRODUCTS**

Social leaders, club workers, noted educators, business women, debutantes, stars of stage and screen all join in praising genuine **BLACK AND WHITE** Beauty Products.

Never before have so many splendid women and girls of America voiced such enthusiastic approval of a complete line of Beauty Products. The Black and White Company of Chicago, exclusive manufacturers of all genuine Black and White Beauty Products, has the honor of showing you in this startling announcement, the pictures, names, positions and titles of many of the outstanding women of America who personally endorse, recommend and praise Genuine Black and White Beauty Products. This, together with the fact that more than 250 million packages of Black and White Beauty Products have been sold in every country of the civilized world since introduced 15 years ago, proves beyond a shadow of doubt that Black and White Beauty Products bring satisfaction and results where many others fail.

You take no chances when you buy the original and genuine Black and White brand. These products have stood the acid test of time, their quality is supreme and their low, economical

prices are within the reach of every one. You don't have to pay a dollar or more for beauty preparations. You can get Genuine Black and White Beauty Products—for the economical sum of 25c and 50c. If you paid five times this price you couldn't get better products.

Look at the bottom of this page. Here are only a few of the products. Look again. Read of the beauty and good looks they will bring to your skin and hair. Then go to your druggist and get the items you need. But beware of substitutes. Remember—there is only one original and genuine Black and White brand. Don't accept any other. If your druggist happens to be out of any of these products, just mail your order to the Black and White Co., Chicago, Ill. Enclose money order or stamps together with the name of your druggist and you will be supplied promptly with the Genuine Black and White Beauty Products that you want. All postage will be paid by the Black and White Co., of Chicago.

Genuine
BLACK AND WHITE
BLEACHING CREAM

With magic speed, this creamy-white preparation fades out discolorations, clears up bumps and blemishes and lightens dark, muddy skin. It enables you to hold any shade of lightness you desire. Price 50c.



Genuine
BLACK AND WHITE
SOFT SHAMPOO

The new shampoo that contains a secret ingredient which prevents the hair from curling after washing. Keeps scalp healthy and hair shining. Price 25c.



Genuine
BLACK AND WHITE
COMPLEXION POWDER

The powder made by a modern new process! Favorite with women everywhere. Beautifies your complexion and stays on for hours. Five true-to-life tints. Price 25c.



Genuine
BLACK AND WHITE
GLOSSINE

Here is a preparation that protects the hair from burning with pressing irons and combs. It is a favorite in the best beauty shops everywhere and thousands use it in the home. Price 25c.



Genuine
BLACK AND WHITE
PEROXIDE CREAM

This fragrant, snow-white cream protects the skin from the darkening, coarsening effects of sun and wind and contains the right amount of peroxide to keep skin fair and light. An ideal powder base. Price 25c.



Genuine
BLACK AND WHITE
HAIR GROWER

This preparation stimulates the glands of the scalp and promotes full and rapid growth of the hair. Simple and easy to use. Brings marvelous results. Price 25c.



Genuine
BLACK AND WHITE
BODY SWEET

This snow-white preparation overcomes body odors of every description and keeps you fresh and charming. Price 25c.



Genuine
BLACK AND WHITE
HAIR DRESSING

This famous preparation makes hair soft and easy to comb in the latest styles. It contains a specially treated ingredient that straightens out the stubborn curls. Amber 30c. White 50c.



Genuine
BLACK AND WHITE
CLEANSING CREAM

A light cream that goes deep down into the pores and removes all dirt and impurities which cause bumps, and big pores. Keeps skin healthy and beautiful. Price 25c.



Genuine
BLACK AND WHITE
POMADE DRESSING

A favorite with men, boys and bobbed hair girls. Lays the hair down like magic and keeps it looking neat, smooth and glossy. Not sticky or gummy. Price 25c.



Genuine
BLACK AND WHITE
COLD CREAM

This rich, fragrant cream smooths away wrinkles and lines and keeps the skin young, soft, firm and beautiful. Price 25c.



Genuine
BLACK AND WHITE
OINTMENT AND SKIN SOAP

This famous treatment clears away ugly bumps and pimples, ends skin eruptions and eczemic irritations and lightens and brightens the darkest skin in record-breaking time. Ointment 50c and 30c. Skin Soap 25c.

