

WORDS OF PRAISE FROM WOMEN WHO REALLY KNOW

**"THIS MARVELOUS
BLEACHING CREAM
IS REALLY SCIENTIFIC"**

Says Mrs. Charlotte Anderson,
one of the leaders of
Harlem's exclusive society.

"I have seen and tested many bleaches but genuine Black and White Bleaching Cream (double strength) is the first really scientific bleaching cream I have ever seen. This gentle, soothing cream keeps the skin smooth, light and fair and free from those annoying bumps and blemishes that often mar beauty."



Mrs. Charlotte Anderson, the wife of the celebrated Dr. Peyton F. Anderson, is a charming young club woman and one of the leaders of Harlem's exclusive society.

**use this
DOUBLE-STRENGTH
BLEACHING CREAM**

**TO LIGHTEN AND BRIGHTEN
YOUR SKIN . . . SAYS SCIENCE**

Do you know where the "coloring" of your complexion is regulated? In the fourth layer of your skin, says Science. To whiten and lighten your skin, you must use a bleach which is specially made to penetrate the four layers. Ordinary bleaches are often too weak to do this. Only in genuine Black and White Bleaching Cream do you get this fourth layer action. For this amazing bleaching cream is made double strength to go down beneath the four layers of your skin and bring results in record-breaking time. Genuine Black and White Bleaching Cream (double strength) is especially made to act on your particular type of skin. That is why it fades out mole discolorations and dark spots quicker and better than anything

you've ever used before, and clears up bumps, oiliness and moth patches in double quick time. You'll like this wonderful bleaching cream. It will give you the joy of a clear, healthy, light, bright skin and enable you to hold the exact shade of lightness you desire. Go to your favorite drug store or toilet goods counter today and ask for genuine Black and White Bleaching Cream (double strength). Large opal jar 50c. Accept no substitutes! Remember—only in genuine Black and White do you get this amazing fourth layer lightening effect.

To get best results, always cleanse your skin first with genuine Black and White Skin Soap (large bar 25c) before you apply genuine Black and White Bleaching Cream (double strength.)



(Opal Jar)

If you cannot get Genuine Black and White products from your dealer, send us his name and address, together with retail prices of products desired and we will see that you are promptly supplied through your dealer, all charges prepaid. Address Black and White Company, Chicago, Ill.

Genuine
**BLACK AND WHITE
BLEACHING CREAM**