



*Makes  
Your Hair  
Look its  
Best*

**P**ROPER SHAMPOOING is what makes beautiful hair. It brings out all the real life, lustre, natural wave and color, and makes it soft, fresh and luxuriant.

Your hair simply needs frequent and regular washing to keep it beautiful, but it cannot stand the harsh effect of ordinary soap. The free alkali, in ordinary soaps, soon dries the scalp, makes the hair brittle and ruins it. This is why discriminating women use

WATKINS  
**MULSIFIED**  
REG. U.S. PAT. OFF.  
**COCOANUT OIL**  
**SHAMPOO**

This clear, pure and entirely greaseless product cannot possibly injure, and does not dry the scalp or make the hair brittle, no matter how often you use it.

Two or three teaspoonfuls will cleanse the hair and scalp thoroughly. Simply moisten the hair with water and rub it in. It makes an abundance of rich, creamy lather, which rinses out easily, removing every particle of dust, dirt, dandruff and excess oil. The hair dries quickly and evenly, and has the appearance of being much thicker and heavier than it is. It leaves the scalp soft and the hair fine and silky, bright, fresh-looking and fluffy, wavy and easy to do up. You can get **MULSIFIED COCOANUT OIL SHAMPOO** at any drug store.

A 4-ounce bottle should last for months.



*Splendid  
for  
Children*

Be SURE it's

**WATKINS**

*If it hasn't the Signature, it isn't "MULSIFIED"*