

The first lesson in Boraxology is bath-ology-how to take a bath that really cleanses.

Like all good ologies, it is simple-put BORAX in the bath water.
And if you ask "why," the Boraxologist answers, "because it softens the water and thereby doubles the cleansing power." BORAX cleanses the pores and makes the skin white and healthy.

But like most every good thing, Borax is imitated and adulterated.

Be mulish-kick when you don't get 20-MULE-TEAM BRAND. At Druggists and Grocers, $13 / 4,1 / 2$ and $1-\mathrm{lb}$. packages.






