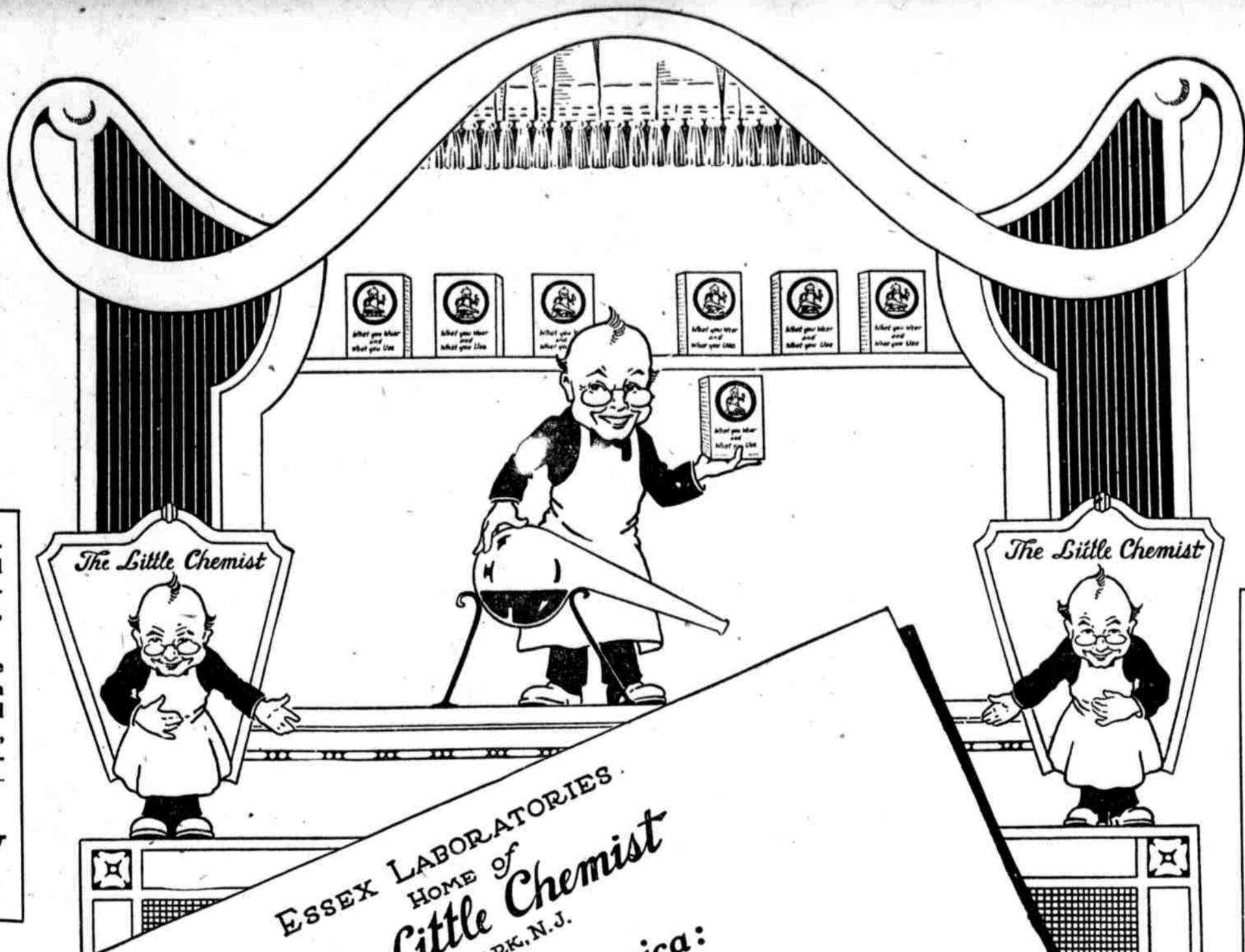


I cut grease, remove stains and dirt from china-ware, pots, pans, glassware, etc.

Use me to remove spots and stains from clothing, cotton and woolen fabrics, rugs, carpets, lace curtains, bed spreads—in short,

What you Wear and What you Use



I clean linens, embroideries, white goods, waists, lingerie, laces, silk shirts and other dainty finery that require careful washing.

I do it even better and in less time and at less cost than expensive soaps.

Use me everywhere about the home, for I clean enamel, tilings, woodwork, floors, painted walls and bath room fixtures. You need me in your home because—I clean

What you Wear and What you Use

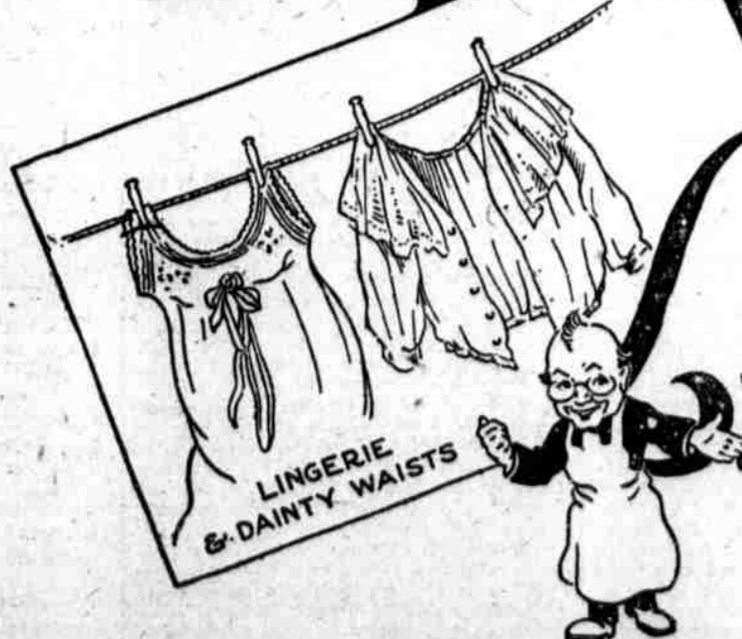
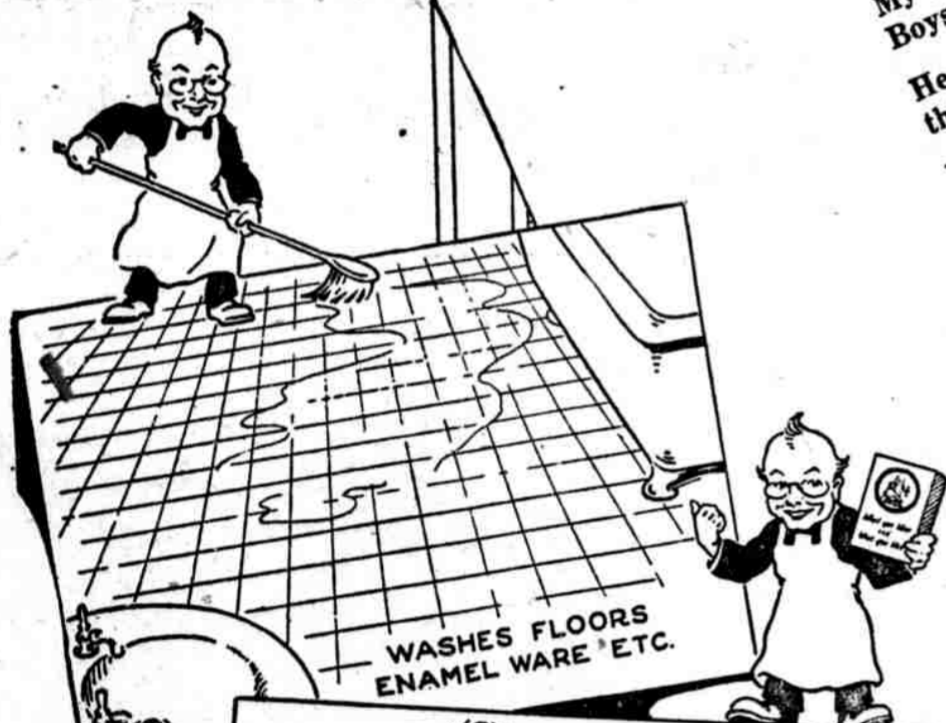
ESSEX LABORATORIES
HOME of
The Little Chemist
NEWARK, N. J.

To the Housewives of America:

I am the Little Chemist.
I am a child of the World War.
Necessity was my mother.
My father is the Big Chemist who made big things to help our Boys win the war.
He created me so that I might clean, polish and brighten up the things he made for Uncle Sam.
Now I am ready for American Home Service.
I have proven my ability to Clean Thoroughly, Properly, Perfectly, **WHAT YOU WEAR and WHAT YOU USE,** saving **TIME, LABOR and MONEY.**
I take the place of ordinary soap-flakes, cleanser or washing soda.
In the kitchen I am a wizard.
A teaspoonful of me in hot water makes dishwashing a pleasure, and your hands remain as soft and tender as though you had bathed them in perfumed water.
I make no lather, nor do I scratch or mar. I am free from obnoxious odors.
I say all this in a spirit of justified pride—not boastfulness, for I have been tested in hundreds of American Homes in hundreds of ways, and I have made good.
Let me come into your home today, tomorrow or the next day. You will find me in an attractive orange and black package in every obliging grocery store in your neighborhood. If perchance you can't get me, please write to my manufacturers and they will be pleased to see that you are quickly supplied.

Yours for cleanliness,
The Little Chemist

Follow Directions and you will save Time Labor and Money



Laundries, Hotels, Restaurants and other large users will find The Little Chemist a big money saver. Special prices in bulk.

The Little Chemist

Manufactured by the
ESSEX LABORATORIES
NEWARK, N. J.

NATIONAL PRODUCTS SALES CO., Philadelphia Distributors
Bell Phone, Lombard 4218-4219

