

TELLS FACTS ABOUT SOAP; KINDS, QUALITY

IS UNIVERSAL CLEANSER

Interesting Facts Regarding Manufacture, Ingredients Use and Value; Expert Gives Notes

Soap is the universal cleanser. Without it, or something to take its place, cleanliness of person, apparel and home conditions would be impossible.

Fortunately in this country soap has always been both cheap and plentiful. And while its cost has mounted upwards along with all other things of human use or need, still it remains within the reach of every one to obtain.

What Soap Is

Soap is a compound of alkali and fats and comprises almost as many grades and qualities as there are makers. Soaps made for laundry and general cleansing purposes are never what is known as neutral soaps, that is, where the alkali and acid are perfectly balanced. Such soaps are injurious to the skin and should not be used for toilet purposes. Most laundry soaps contain the excess of alkali which causes the skin to become dry and rough and removes the natural fat or oil which a healthy skin contains. This fat or oil is nature's protection for the skin and keeps the skin soft and in good condition.

The effect of an excess of alkali is noticeable in laundry workers with rough hands and faces, due to the steam and alkali. Many such workers are compelled to use some form of vegetable oil to replace that which has been destroyed or removed by the alkali.

Best Toilet Soaps

The best toilet soaps are those made from pure and high grade vegetable oils, so compounded with the alkali as to be neutral and free from "loading" with Fuller's earth, talcum, clam, or other materials used as filling and to cheapen the product.

According to good authorities, there are many interesting processes used in the manufacture of toilet soap, which has now become one of the highly specialized industries in this country. Most of the high grade toilet soaps are said to be neutral and pure, which means of course, that they can be used as cleansers without injury to the skin. The cheaper grades, however, cannot be so regarded.

Use Only Best

And as a good toilet soap is indispensable, it is wise from the standpoint of both cleanliness and health to buy and use only those which, on account of the price and the guarantee of the makers, may be considered as properly compounded and free from any cheapening material. In other words, but the best.

INTRIGUING



A very distinctive black satin dress—long-sleeved—high-collared and trimmed with cut steel "nail heads" on collar, cuffs, and belt. The skirt is scalloped in tiers with an intriguing bouquet of embroidered wool flowers "tucked" in at the belt.

The modern girl is said to look the whole world in the face. With all that to do, it is not strange that she has to stay up late nights.

The Florida hurricane sufferers thankfully accept resolutions of sympathy, but cash and checks go further in buying food and medicine.

One sign of the prevailing unrest is that the majority of people will persist in working when they might be loafing.

Nero fiddled while Rome was burning, but his act has generally been tolerated so long as he didn't play jazz.

Many cities will be gaining credit for wonderful population gains until the next census is taken.

MANY MILLIONS ARE GIVEN TO COLLEGES

Benefactions amounting to \$81,722,887 were made to universities and colleges in the United States during the year 1923-24, according to figures compiled by the interior department, bureau of education. This amount includes grants made by municipalities, states, or the government.

Donations to the amount of \$100,000 or more were reported by 147 universities, colleges, and professional schools. The largest amount, \$7,780,745, was received by Harvard university. Northwestern university and Yale university each received more than \$5,000,000. Gifts to the University of Chicago and Western Reserve university exceeded \$2,000,000 each. Johns Hopkins university, the University of California, Leland Stanford junior university, Columbia university, Cornell university, and Carnegie Institute of Technology were recipients of more than a mil-

lion dollars each during 1923-24. Benefactions of slightly less than a million dollars were reported by the University of Pittsburgh, Vassar college, Hamilton college, and Princeton university.

Among colleges exclusively for women which reported gifts exceeding \$100,000 during this period Vassar leads with \$961,373, followed by Wellesley, Smith, Radcliffe, Agnes Scott, in Georgia, and Salem college in North Carolina.

After breasting terrific storms, during which his frail craft was tossed at will, Captain Gerhard Folgero, commander of the Leif Erikson, replica of the Viking ship first to reach the shores of America 900 years ago, piloted his vessel recently into the Philadelphia Navy yards as a part of the Sesqui-Centennial International Exposition.

With a crew of only three hardy Norsemen, the forty-two-foot boat traveled for 98 days over the same route taken by "Leif the Lucky," cen-

turies ago. The boat is made of sturdy pine and has only one sail. Its only other power is obtained from oars such as the Vikings used. The historic vessel has been placed on exhibition to Sesqui visitors.

The politicians are softly treading around in their gumshoes, but their tracks will be visible after the election.

Many citizens who forget to vote are descended from people who risked everything they had to fight for democracy.

One of the difficulties encountered in getting news, is from people who won't talk. The politicians do not often create this difficulty, however.

The boys with the floppy pants are doing the best they can to keep the textile factories busy, while these mills are losing business on account of the women's short skirts.

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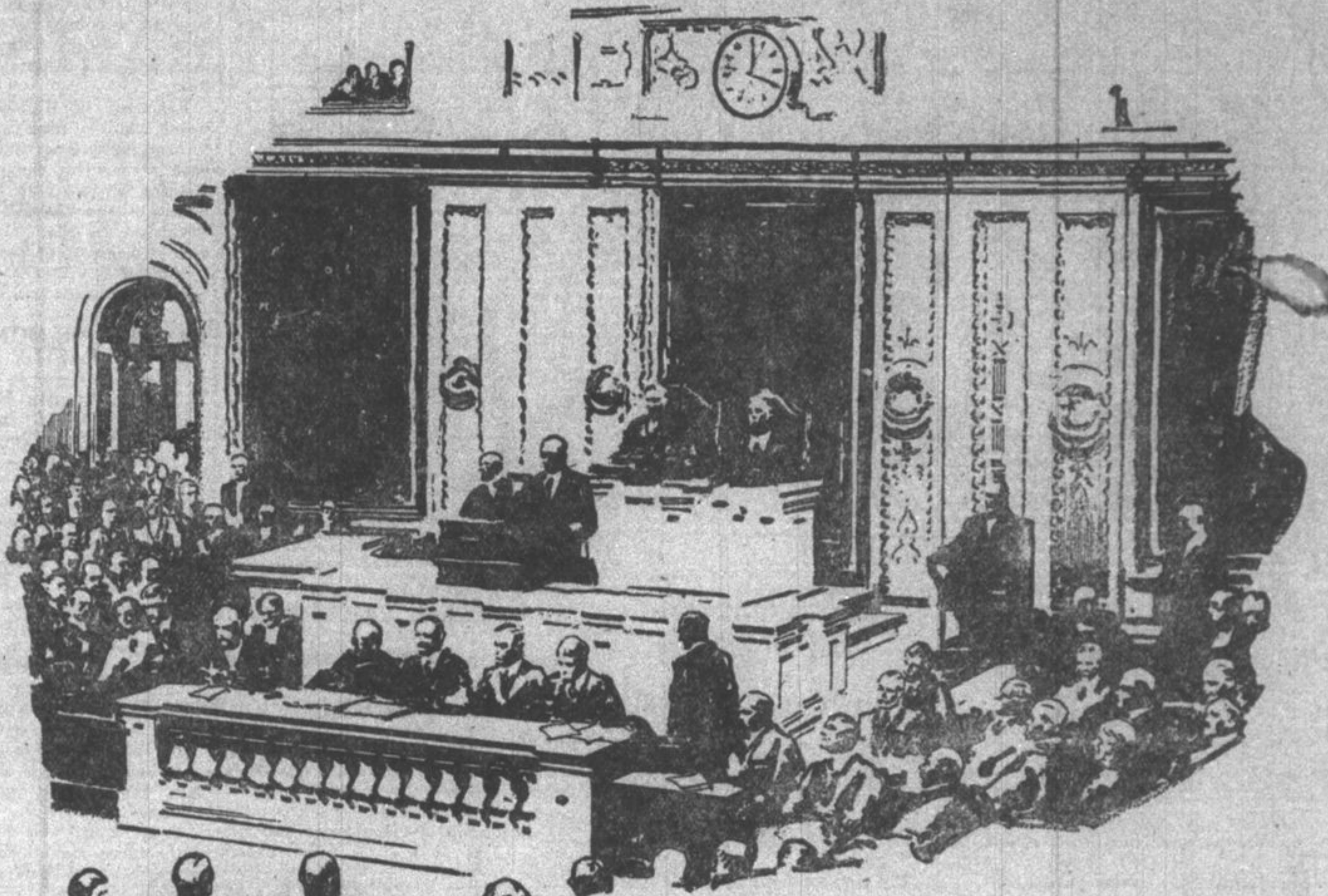
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