



THE LETTER THAT CAME FROM INDIA

OCCASIONALLY something happens that makes me more than commonly glad that we are the manufacturers of CREME ELCAYA. This letter from India, for instance.

You see, something like seventeen years ago some of us had an idea about a Toilet Cream. We thought you ladies would welcome one that was not exactly like the cold creams we all knew. One that wouldn't be greasy—one that you could use when you were getting dressed for the evening—that you could put on under your face powder and do away with that "flour-y" look.

Such a thing hadn't been thought of then, but we turned it over and over in our minds and the result was CREME ELCAYA, the very first non-greasy cream that you ever knew about.

It was what women wanted, so it seemed. We told them about it as best we could; they tried it and then came back and told us about it. That was seventeen years ago, and they are still telling us about it in letters from all sorts of odd nooks and corners and far places of the earth. Some of them I find have been using it ever since we began making it.

Suppose you read this letter from the land of the Taj Mahal. The writer is a titled English-woman whose husband is an English cavalry officer in India. She began using CREME ELCAYA over in England and was having it sent to her from London. Then the war came along and cut off shipments, so she sent us a letter all the way from the other side of the world to see if she could get CREME ELCAYA from headquarters. It took several months, but she got it, as you'll see by this letter:

Saugor Club, C. P., India,
November 23rd, 1917.

"Dear Sir:

I received yesterday the CREME ELCAYA, which I am most grateful to be able to get again. I have used it since it was first introduced in England, and my skin is really very nice. People out here wonder how I keep my skin so very clear and healthy.

Please be so good as to forward to me six pots of ELCAYA Cream, six pots of ELCAYA Cerat, six boxes of Rouge, also six of Powder.

Could you not get some agents out here, as ladies are so keen on getting it? I am sure you could have an immense sale, as it only wants one using for ladies to know how really good it is.

Yours faithfully, R. T. F."

The Hon. Mrs. R. T. F.

% Lieut. T. F., Saugor, Central Province, India.

Don't you suppose I enjoy letters like that? Looking over our files I discovered we had others, of the same pleasing import, from Africa, from Scotland, from Italy, from Honduras, and a lot of other places where I didn't even suspect CREME ELCAYA had been heard of.

These letters that have traveled so far to tell their story seem to tell us also between the lines that—perhaps—we have done our little chore pretty well, after all, in turning out a Toilet Cream like ELCAYA. They seem to tell us that all these charming women have

found in CREME ELCAYA just what we hoped they would, a certain pleasure, comfort, satisfaction, because it has helped each one of them to continue to be that loveliest of all things, a woman good to look at, well-groomed, beautiful-skinned, no matter what country of the world she happens to live in.

I don't have to tell you about CREME ELCAYA. You are one of the home folks and you know. But I do want to remind you, in case you may have forgotten or grown a bit careless about your skin, that there is still this simple old formula for beauty which these other women find never fails them. It is not even a "beauty secret," but just common sense—

Always use CREME ELCAYA before you put on your face powder

A little CREME ELCAYA rubbed gently into the skin; then, if you need color, a little good Rouge spread carefully over the cheeks before the Cream is quite dry; and after that your Face Powder over all.

The effect is more attractive than you will believe until you try it. Even your eyes will seem brighter, and your skin will keep that glowing, all-alive look until you wash it off or cleanse it away with cream.

Your dealer will be glad to give you a little trial package containing CREME ELCAYA and ELCAYA Face Powder free for the asking. Or ten cents in a letter to this address, and marked Dept. "T," will bring it to you by mail.

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