

The Importers of

Djer-Kiss

now offer you

A Wonderful New Shampoo

Use it! Bring to your hair new Charm

Vladimir Smirnoff . . . Smirnoff of Petrograd—has sent to us his secret . . . to make here for American women his wonderful shampoo. To us has he intrusted his gift of Hair-Beauty . . . so well known and accepted in England and Russia. Smirnoff's Russian Shampoo Powder!

Without doubt, Smirnoff has proved that his shampoo is worthy to be a companion to Djer-Kiss Perfume. So pure is this new shampoo. So worthy of the same confidence you now place in Djer-Kiss.

Do try Smirnoff's Shampoo. What lather . . . what vigor, what refreshment you find for your scalp . . . what easy cleansing for your hair.

A new lustrous loveliness . . . new silken softness is added. Repeated use of Smirnoff's Shampoo will maintain your hair in happy youthful beauty.

For the sake of your hair's charm try this Shampoo now. Notice how in your cleansed, refreshed hair new lights come, new sheen, new lustre. Hair-Beauty is indeed the reward of Hair-Duty.

Smirnoff's Shampoo is so simple to use. You but dissolve the contents of an individual envelope in hot water

Ask for the black and gold Smirnoff box. It holds six individual shampoos—each sealed tight in its own envelope. Sells for the happy price of 50c

ALFRED H. SMITH COMPANY · NEW YORK CITY
Importers of Djer-Kiss Perfume

Endorsed by
GOOD HOUSEKEEPING Bureau
The Good Housekeeping Bureau has approved Smirnoff's Shampoo. This Bureau, whose high standards are so well known, is conducted by Dr. Harvey W. Wiley.

Approved by
the Research Bureau of the NEW YORK TRIBUNE
This Bureau has analyzed Smirnoff's Shampoo and approved it. Such an endorsement is an unconditional guarantee of purity.

Recommended by
Famous Hair-dressers
Eminent New York hair-dressers use and recommend Smirnoff's Shampoo Powder. Read what they say of this new gift to Hair-Beauty.

THE WALDORF-ASTORIA
"We welcome the advent of Smirnoff's Shampoo Powder as a real treat to our customers. A good shampoo, scientifically done, is refreshing and beneficial. Smirnoff's is a good shampoo. We like it—and so do our customers."
Waldorf-Astoria Hotel, Hair Dressing Parlor.

THE BILTMORE
"For the attainment of effective treatment the oily scalp is always the most difficult one. We have found Smirnoff's Hair Shampoo to meet this problem most satisfactorily."
*Herman J. Bosch
Hair Dressing Parlor, Hotel Biltmore.*

THE RITZ-CARLTON
"It is not difficult to make a shampoo which cleanses well and thoroughly. There are many such. But Smirnoff's Shampoo does more. We find that its use gives an added charm to the hair, improving the loveliness of its lustre. We gladly endorse and recommend it."
*Charles H. Ritz,
Ritz-Carlton Hotel, Hair Dressing Parlor.*

WILLIAM HEPNER
"It makes a splendid lather, removes dust and particles from the hair readily, leaves the hair fluffy, soft and with a wonderful sheen. The scalp too is left free from scaly substances. I feel that I am doing the public a service by stating my approval of Smirnoff's Shampoo Powder."
Wm. Hepner.

Smirnoff's

NOW MADE IN AMERICA
ORIGINAL RUSSIAN
SHAMPOO POWDER

The Special 20c Sample Offer
(Value over 40c)

2 full size envelopes of Smirnoff Shampoo
3 Smirnoff Bath Blocks — (Soften and perfume your bath water)

1—Verbena
1—Eau de Cologne
1—Fleur de Russe

Send for this generous offer today!



FILL OUT AND MAIL THIS COUPON TODAY! 3

Alfred H. Smith Company,
39 West 33rd Street, New York City.

Please send me your special sample offer.
I enclose _____ cents.

Name _____ State _____
Street Address _____
City _____

(If you desire only the shampoo, send 10c and receive one full-size envelope.)