



Britain's leading Face Cream

now in new and Beautiful Jar,
and with choice of two perfumes

ICILMA CREAM

The woman of to-day demands the most up-to-date style in her clothes her amusements—her toilet articles. So Icilma Cream has shed its dress of 1900, and now appears in an artistic frosted green glass jar—a modern jar worthy of the cream.

Icilma has a record of 25 years as the world's leading toilet cream. To-day it is *better than ever*. Non-greasy Icilma alone contains the skin-stimulating water from the Icilma Springs.

Used regularly, this delicate cream cleanses, beautifies and protects. Vanishes perfectly. The best possible powder base. Guaranteed not to grow hair.

CHOICE OF PERFUMES

And the *final* touch is the perfume. Hitherto there has been that glorious elusive fragrance, famous as ICILMA BOUQUET. To-day milady has the choice of two perfumes, for we have added another distinctive and delightful perfume—MAGNOLIA—which many of you will learn to love. But *prove it for yourself*—that's the best way.

MAGNOLIA

This new perfume was produced after countless experiments to find an alternative perfume worthy of Icilma Cream. MAGNOLIA has that quality which is characteristic of all the best perfumery.

FREE Samples.

You can test this wonderful cream—and choose which perfume you prefer—quite free. On receipt of your name and address and two penny stamps to cover postage and packing, we will send you trial tubes of Icilma Cream—one perfumed with *Bouquet* and the other with *Magnolia*. Please write clearly (CAPITAL LETTERS).

"ICILMA,"

C/O Salmond & Spraggon Ltd.,
(Dept. H.), Baker's Buildings,
Featherston Street, Wellington

Post To-day.

Your chemist
has stocks of
Icilma Cream
in New Jar and
both perfumes

Icilma Cream

Price 2/6 per jar—at your chemist

Manufactured by International Icilma Trading Co., Ltd., London,
England. Agents for New Zealand: Salmond and Spraggon
Limited, Baker's Buildings, Featherston Street, Wellington.

Use it daily and look your best