



The balloons

THE MOST PROMINENT WOMAN LAWYER IN THE WORLD

From time to time, we issue a reminder about the extraordinary Belva Lockwood – lawyer, teacher, lobbyist, presidential candidate, and many other things, including savvy marketer who appreciated the profitability of celebrity. Here she is, in the December 1899 issue of the *The Puritan* magazine, promoting soap.

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THE PURITAN—ADVERTISING SECTION.

"I have used Fairbank's Fairy Soap and deem it unequalled for bathing purposes, for all sorts of toilet uses, and particularly adapted to the nursery; as it is pure and white it will not injure the skin of the most delicate babe, while for the washing of muslins and laces it is unsurpassed.

As the choice of soaps has so much to do with our health and comfort, Fairy Soap should be the choice of all housekeepers, and I believe it to be unsurpassed by any soap on the market."

Mrs. Belva A. Lockwood,
The most prominent woman lawyer in the world.

Free. Fairbank's Fairy Calendar

For 1900 is a beautiful six piece art calendar, 10 x 12 $\frac{3}{4}$ inches in size, on heavy plate stock. There are six different designs (one on each sheet), elegantly lithographed in colors and tied with silk ribbon. These designs, shown herewith, are original water color paintings by one of America's best artists, and show pretty children in the uniform of our navy, cavalry, artillery, infantry, etc. They are strikingly beautiful and will please everybody.

This calendar is equal to those usually retailed for 50c to \$1.00 in the art and stationery stores, and will be sent free to any address on receipt of five (5) Fairy Soap wrappers, or 10c in stamps to cover expense of wrapping and mailing.

Address, Dept. P, The N. K. Fairbank Company, Chicago, Ill.

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In answering this advertisement it is desirable that you mention THE PURITAN.