

MERCURY (Black and White Ointment Contains Red Oxide of Mercury) IS ONE OF THE BEST KNOWN MEDICAL INGREDIENTS OF ALL TIME



The use of Mercury dates back to 1492 when Columbus discovered America. Since then, Mercury has been used in many ways, in many forms.

Mercury may well be referred to as "the magic ingredient" because it is used so extensively in medicine. Mercury is actually one of the best known medical ingredients of all time.



For nearly half a century, one of these forms of Mercury (Red Mercuric Oxide) has been used in Black and White Ointment in a base of special waxes. It acts chiefly as a skin antiseptic (inhibits staphylococcus aureus), and is especially helpful in relieving pruritus (itching), for scaling of psoriasis and for the relief of many skin discomforts (burning, stinging, smarting).



Buy-Save with BLACK AND WHITE OINTMENT

You always save most when you buy the large 2 oz. size. It contains over 4 times as much as the regular size and 14 times as much as the trial size.



Keep Your Skin Clean with Mild, Pure

BLACK AND WHITE SKIN SOAP



Black and White Skin Soap is a mild, neutral soap especially suited for gentle skin cleansing. It is recommended that persons using Black and White Ointment use a good soap like Black and White Skin Soap for cleansing. It gently yet thoroughly removes surface dirt, grime. 2 economical sizes.

BLACK AND WHITE COMPANY
Division of Plough, Inc.
New York, N. Y. Memphis, Tenn.

Sold All Over The World



Over 51 Million Packages Have Been Sold!

Fast Blessed Relief for ITCHING, BURNING, STINGING SKIN MISERY

A Surface Dressing
To Be Applied Only as Directed
INHIBITORY ANTISEPTIC
(To Staphylococcus Aureus)

Aids in Relief of Itching, Burning, Soreness of

BUMPS (BLACKHEADS)	PSORIASIS
ACNE PIMPLES	SIMPLE RINGWORM
MINOR SKIN IRRITATIONS	BURNING, IRRITATED FEET
HICKIES (PIMPLES)	ROUGH, IRRITATED HANDS
DRY ECZEMA (SALT RHEUM-TETTER)	

Before using see complete instructions on inside pages...