

**THE ORIGINAL**

# FACIAL TISSUE QUALITY



at  
popular  
prices

**S**EVEN years ago, Purex introduced to home-makers a new kind of bathroom tissue—the first facial tissue quality produced in Canada. Since then Purex has been improved again and again, each time becoming a softer, stronger, more absorbent tissue. Today it is the very finest product of the papermaking craft—brought to you at popular prices!

**SOFT** . . . Rub it between your fingers. Feel its texture. Purex has been refined over and over again—so gentle-soft it cannot harm even a baby's tender skin.

**STRONG** . . . Make this test: tear apart two sheets of Purex. Note that it tears cleanly down the perforations—a good test of tissue strength.

**ABSORBENT** . . . In spite of its extra strength, Purex bathroom tissue has a sponge-like texture which gives it extra absorbency.

**WHITE** . . . You'll love the snow white purity of this finer tissue. Hold it to the light and note its even texture—free from harsh ingredients.



and for real 2-ply softness...  
**SUPER PUREX**

For the ultimate in bathroom luxury at only a few cents more, look for Super Purex in the new white label. It gives you two thicknesses of Purex tissue for extra softness, extra strength and firmness.