

THE PALE SAPONE.

A WEEKLY WASH.

EDITED AND PUBLISHED BY

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Utah Soap Mfg. Co., Office and Works
446 North, 4th West.

THE PALE SAPONE

Is issued every week, in ten ten editions, and delivered by carrier to any store, in town or country. It is the leading laundry soap of the west, and the oldest established in the Rocky Mountain Region.

Circulation Daily, - - - Immense.
Circulation Weekly, - - - Enormous.

SALT LAKE CITY, UTAH.

A ROYAL LAUNDRY SOAP.

WE believe the public will concede us the merit of never having misrepresented any article produced by the Utah Soap Co., and they will have as little occasion as ever to do so when we state that the coming laundry soap of this inter-mountain region will be the ALABASTER BORAX SOAP, shortly to be produced by this Company only. Its appearance has been delayed, awaiting letters patent which have now arrived. The process of its manufacture is entirely new, the invention being that of Mr. Anthony Van-Haagen, of Philadelphia, to whom we paid a large sum for its exclusive proprietorship, and who regards it as the masterpiece of his life, after forty years' varied experience in the making and perfecting of Toilet and Laundry Soaps.

A look of doubt may cloud the reader's face when we state that steps are already being taken by us to place "Alabaster Borax" Soap in the Denver and San Francisco markets, in which sections, as well as in Utah, we assuredly believe this unrivalled article is destined, at no distant day, to supersede the ordinary rosin and other soaps. Samples produced by us are now on exhibition at our works, and we challenge any man or set of men to produce a similar article in durability, quality or appearance. It is unfortunate that the appearance of a soap is no gauge of quality. Good, bad or indifferent rosin soaps look alike, however well or ill-made. The distinctive characteristics of "Alabaster Borax" soap will be the absence of rosin, presence of borax, extreme hardness, and a gradual change in color from pale yellow to pure white. The absence of rosin renders this soap peculiarly desirable for washing flannels, which it renders soft as cashmere and brightens without destroying them. It is a grand success, and we challenge the world to fill its place or produce its equal.

HENRY SNELL, Mgr.

AH THERE!

We present a few voluntary testimonials:

I never use soap, but I think yours looks the prettiest.

W-M C-LL.

My guests look all over the house for it in the most frantic manner.

A-Y B-N.

Six cakes of your choice soap will make half a dozen the world over.

MAJOR E-B.

I'd yearnings after the Salvation Army till I used your soap.

GEO. T-H.

Have used several sample copies of your soap to good advantage. Please send us some trial cakes.

ED. P-O A-N.

Have "keep dry" blown into the cakes and send me six dozen.

SID C-N.

It removes the stains and buttons from the clothes.

SAM SING.

TO THE LADY OF THE HOUSE.

To you, madam, and to all those who wisely practice economy in purchasing among necessities, only those products which give the largest returns for the least outlay, this article is addressed. You will be surprised at some of its statements, because the fact is not generally known, or if known, is imperfectly understood, that a number of manufactures are being produced in this Territory which are sometimes overlooked and set aside (because produced here) for articles of inferior merit and higher price which come from a distance. Among these are Toilet, Bath and Laundry Soaps.

It is the design of this Company to furnish Soap, of the greatest possible excellence at the lowest possible cost, so that the manufacturer may have a creditable means of securing both profit and success against dishonest competition.

The purchase of household necessities is generally left to the lady of the house, and it stands her in need to possess an intelligent judgment between fraud and merit, in so far, at least, as it affects the kitchen supplies. May we, without arrogance, tell her something about Soaps in general?

If it be true that the washing power of Soap is entirely dependent upon the amount of lye it contains, it follows, of course, that the strongest Soap will do the quickest work, but if too strong, it will attack the fibre of the cloth. For that reason some soaps do the same work with less labor than others, but at the expense, in the end, of the family that uses them. On the other hand, if a soap contains too little lye, it is greasy to the touch, and even with excessive rubbing, rather serves to bind the dirt than to loosen it. Avoid both kinds.

Soaps made from pure, fresh tallow, have the distinguishing characteristic of greater cleansing power, combined with a durability in the wash tub, and a mildness to the skin, that cannot be obtained from any soap made of "grease." The deceased and partly decayed animal fat that is used so largely in the manufacture of Eastern soap is a much more fruitful cause of diseases, especially of the skin, than is generally supposed. In choosing between Home made and Eastern soaps, you are choosing, at least, between a large per centage of foul grease, and the pure, sweet tallow of the cattle raised in your own meadows.

The soaps produced by this Company are pure, well made and without fraud or adulteration. The Utah Soap Manufacturing Company does not contemplate any degradation of its products. The soap containing the least water is

of course the most durable, and a convenient and simple method of testing the comparative hardness of two different soaps, is to press the ball of the thumb into each sample, with equal force, and whichever bar receives the smallest impression is necessarily the hardest, and as a matter of course contains the least water.

The cheapest toilet soaps and the ones most easily made are those produced from cocoanut oil; such soaps are popular in some, and preferred in many districts.

All cocoanut oil soaps, however, while having some good points, possess one disadvantage—they give off a musty smell in washing. We are now using a full set of the latest Toilet machinery, and are the only producers of milled Toilet Soaps between Chicago and San Francisco, however, we still furnish Cocoanut Oil Soaps to the limited class who prefer them.

And now, madam, while desiring your patronage and encouragement, we propose on our part to establish that mutual interest between producer and consumer, which is the true basis of all honorable industries of profit.

Will you kindly ask your dealer to furnish you our Soaps? If he does not carry them in stock, we shall be pleased to supply you direct from the Works.

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