



7 OUT OF 10 TISSUE USERS SAY

"Of all brands  
I like Kleenex  
best"



Now!  
MORE KLEENEX  
being made than ever before.  
So keep asking for it!

One tissue stands far ahead of all other brands in public preference . . . and that one tissue is Kleenex!

In a certified nation-wide poll of thousands of tissue users, 7 out of every 10 went on record to say: "Of all tissues, I like Kleenex best!"

7 out of 10. Such overwhelming preference shows there must be a real difference between Kleenex Tissues and other brands. A special process used only for Kleenex keeps this tissue luxuriously soft, dependably strong. That's why others can't be "just like Kleenex."

And only Kleenex of all tissues gives you the handy Serv-a-Tissue

Box. Yes, only with Kleenex can you pull a tissue and have the next one pop up ready for use.

So keep asking for Kleenex—America's favorite tissue. Each and every month there'll be more and more Kleenex Tissues for you.

There's only  
one Kleenex<sup>\*</sup>  
AMERICA'S FAVORITE TISSUE

\*T. M. Reg. U. S. Pat. Off.

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# Better Homes & Gardens

E. T. Meredith, Founder, 1876-1928

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Cover photograph of orchid cactus by Dorothy Brainerd Heard

August is the time to add this orchid cactus (*Epiphyllum ackermanii*) to your house-plant collection. You'll have an extravagance of beauty from April thru June each year, and seldom a week any other time without one flower. Cuttings of the flattened, leaf-like stems root readily, or for about a dollar you can buy a plant. There are now several hundred varieties and color range of fiery red to white.

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