

November 21, 1918: Hand Washing Advertisement, *Pittsburg Press*

The *Pittsburg Press* was a local newspaper in Pittsburgh, Pennsylvania. This ad promotes both good hand washing and a particular brand of soap to stop the flu. Don't worry about reading the tiny words on the bottom half of the page!

THE PITTSBURGH PRESS

THURSDAY EVENING, NOVEMBER 21, 1918



Before eating—
When you come
home from work—
Whenever you come in
from the street,
—you must
wash properly

Three times when washing
your hands is of special importance

HAVE you ever wondered why it is that your hands sometimes look dirty, when you've just washed them? It is because careful washing, washing in a perfunctory way, doesn't really cleanse the skin.

Your skin is very much like a sponge. Instead of having "pores," five million of them on your body! Twenty-seven hundred in every square inch of skin on your palm!

Through these openings, the skin throws off excess acid and perspiration, which is a waste of your body's energy. This waste material accumulates on the skin, it gathers up dirt and impurities which the skin absorbs as eagerly as a sponge takes up water.

At such times you

why health authorities urge the value of washing the hands properly to keep healthy.

There are three times when this is of special importance:

Before eating—
When you come home from work—
Whenever you come in from the street

Now the new idea of antiseptic cleanliness has worked out.

Why not a soap that would carry an antiseptic right down into the "pores" in the skin? That's the greatest of all soap makers now the world over, asked themselves this question. They put their everyman's in work.

They chose for their soap the antiseptic that has been

recognized for generations as the greatest aid to the health of the skin.

It is this antiseptic in Lifebuoy that makes it so cleansing—so purifying. It leaves the skin more than clean—exceptionally clean—keeps it radiant with health.

The other side you see

The "new" idea in Lifebuoy is found in its other way. It is not a perfume—not a powder of any kind—but a pure, healthy, skin that you instantly feel the soap breaks your skin, loosening, loosening, removing the wall of Lifebuoy and you realize why it is so clean, so thorough, and so pure.

Get a cake of Lifebuoy at any grocery, drug or department store. Use it, wash your hands. That's how you can keep your skin clean.

Lifebuoy Co., Cambridge, Mass.

SPANISH INFLUENZA

The U. S. Public Health Service says "The danger is spread by the breath and droplets of the nose, nose, mouth of the case and through the air." The virus that has been in the air for months.

Your hands are constantly exposed. One minute you are in the line for your goods, the next minute you are in the crowd. Lifebuoy's antiseptic cleanses up to and under the skin, keeps it clean.

THE HEALTH SOAP



Link: <https://time.com/5810695/spanish-flu-pandemic-coronavirus-ads/>