



1 Do not wet the hair. Apply Fitch's Shampoo to the dry hair and scalp, using sufficient to saturate the entire surface. Do not apply a hot towel before giving the shampoo.



2 Rub briskly until a thin foam forms and disappears, leaving the hair sticky and gummy. The denser the hair, the heavier this first foam will be.



3 Using a water bottle, apply lukewarm water to the sticky and gummy hair. Do not use a hot towel at this stage or at any other stage in giving a Fitch shampoo.



4 As soon as water is applied a rich, heavy lather forms. Add more water gradually and keep rubbing vigorously.



HOW TO GIVE A FITCH SHAMPOO

THERE is always only one best way to do anything. Fitch's Dandruff Remover Shampoo is unquestionably the most popular product of its kind and the greatest business-builder the barber profession has ever had. Yet, we know from numerous investigations that very few shops give it correctly—in accordance with the explicit directions of the manufacturer.

There is only one correct way to give a Fitch Shampoo and that way is illustrated in the series of pictures on this page. When you give a Fitch Shampoo in accordance with these directions you can offer

your customers an unconditional money-back guarantee of satisfaction which we will back up to the last dollar of our resources.

We earnestly urge the master and journeyman barbers of America to help us make these simple directions the standard method of giving a Fitch Shampoo. In so doing, you will be helping to win public confidence because a

service given uniformly in all barber shops will win confidence for the entire profession.

Follow these directions to the letter. Add no frills or extras, no hot towels, no second application after the rinse. Study these pictures. Master the simple directions and follow them implicitly. If you will do that, both you and your customers will be better served.

Extra copies of this illustrated sheet may be obtained by addressing the F. W. Fitch Co., Des Moines, Iowa.

The F. W. Fitch Co. DES MOINES IOWA

After the Shampoo

Complete the Fitch Scientific Scalp Treatment by using the Fitch tonic required by the condition of the hair and scalp.

For dry, sore or blotchy scalps, use Fitch's Ideal for its soothing and tonic effect.

For oily hair, use Fitch's Quinine to close the pores and slow up the action of the oil glands.

For gray hair, use Fitch's Tonique Superbe to remove the yellowness and streakedness and to impart a pearly whiteness.

For unruly hair, use Fitch's Lov-Lay which trains the hair to stay in place and does not clog the pores.



5 Remove lather by the handful as fast as it forms. Color of lather will gradually lighten, indicating that thorough cleansing is taking place.



6 When the addition of water will not form any more lather, take your customer to the wash bowl and start the rinse. Use a heavy spray of lukewarm water and rinse thoroughly.



7 After the shampoo, dry the hair and complete the Fitch Scientific Scalp Treatment by using the particular Fitch tonic required by the condition of the hair and scalp. Only a Fitch tonic should be used after a Fitch Shampoo.



8 After the correct application of a Fitch Shampoo, followed by the proper Fitch tonic, the customer's hair is clean and looks better than ever and will not fall from every pore of scalp and every matter.



Tell Your Customers The TRUTH about Dandruff



YOUR customers really don't know what dandruff is because they hear so many conflicting versions of it in barber shops and beauty parlors. But there is only one true, scientific definition of dandruff and here it is, taken from Stedman's Medical Dictionary: "Dandruff is the presence of white scales in the hair of the scalp due to the ordinary branny exfoliation of the epidermis, or to the greasy scales of seborrhea." In simple language, that means *dandruff is nothing more than an accumulation of dead skin and oily matter.*

There is nothing complicated about dandruff. No long-drawn-out, expensive and harmful hot oil treatments are necessary. You cannot "cure" dandruff because it is as natural as perspiration. But you can remove it, simply, completely with a single application of Fitch's Dandruff Remover Shampoo. This remarkable preparation dissolves and removes every speck of dandruff instantly, leaving the scalp antiseptically clean and the hair live and lustrous. Order a gallon today from your jobber and build your business on a real Scientific Scalp Treatment, endorsed by doctors and nurses throughout the country.

Fitch's Dandruff Remover Shampoo is available at your jobber in gallons at \$4.50; in 21 1/3 ounce bottles at \$1.00 each; in No. 16 sizes at \$10.00 per dozen, and in No. 6 sizes at \$5.00 per dozen.

This educational booklet tells in simple, non-technical language how the hair grows, what dandruff is, what factors lead to baldness, how often to shampoo, etc. Write for free copies for yourself and your men and you will be able to intelligently diagnose and treat practically all hair and scalp conditions. Address the F. W. Fitch Co., Des Moines, Ia.



Fitch's DANDRUFF REMOVER Shampoo