


<p>tors, seeking something that would cleanse and soften milady's face. They probably heard of bentonite's qualities, as discovered by the old-timers of the prairies. Here was a mineral clay which, when wet, expanded, and, contracting as it dried, drew out dirt and dust, oil and grease, cosmetic and powder, leaving the face soft and fresh.</p> <p>A little oil to keep the clay plastic—a little coloring matter to tint the dirty-white of the natural clay—a little perfume to render it sweet smelling—lots of advertising, and—there you have beauty clay, madam, discovered after years of patient research by our own chemists, in our own laboratories, and only a dollar a package. Sufficient in one</p>	<p>package for three treatments, etc., etc.</p> <p>They Put It in Soap.</p> <p>The beauty parlor is not the only place where bentonite is used, however. It is a component of soap and, before the world war, was largely used by British soap makers, though the supply of the mineral then came principally from China. At a later date, when shipments of bentonite were difficult to secure, water glass was substituted.</p> <p>As a lubricant, as a filler for paper which requires a highly polished</p>	<p>surface, and in certain processes in the making of paper pulp, bentonite finds other important places in industry.</p> <p>All of which, if known to the western Canadian farmer, should make him lots more respectful toward this wonderful bentonite with which his roads are so prodigally strewn. Yet the chances are that until the end of time, the prairie farmer will go on saying, as he urges his sweating team through that morass of spring which will become summer's dirt road, "Blank blank this yere gumbo, anyway!"</p>
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Beauty Clay continued

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