

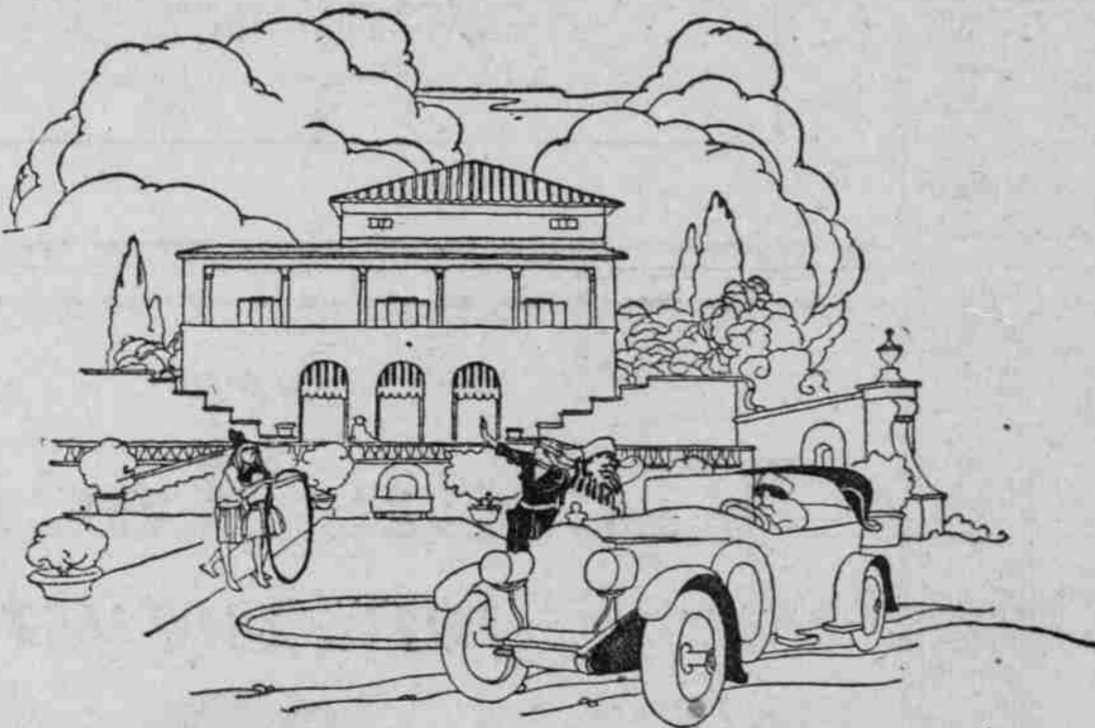


Money can't buy a greater luxury or surer way to beauty



Palm and Olive oils were discovered in ancient Egypt 3000 years ago

The easy way to beauty in a simple cake of soap



But modern progress, revolutionizing the world, still prizes these rare oils as indispensable cosmetic cleansers

HOW do you keep your face clean? Do you give it a hasty daily washing with any old soap? Or do you perhaps depend on cold cream to remove dirt and dust?

Either method is dangerous and invites bad results.

Careless washing makes the skin rough and coarse. Yet complexions get soft and flabby without the tonic of water.

The secret is—make washing your face a real beauty treatment. How—by using Palmolive Soap as we tell you here.

Washing for beauty

The Palmolive lather is so mild that it cleanses without irritation, no matter how sensitive is your skin.

Profuse and creamy, it penetrates every tiny pore, removing the dirt, dust and oil secretions, which, when neglected, clog and irritate.

Rinse thoroughly and these accumulations are washed away.

Then apply Palmolive cold cream and apply it liberally. If your skin is dry, use it both before and after washing.

Just before bed-time is the time to do this thorough cleansing. You will wake with your complexion soothed, rested and refreshed.

Egyptian cosmetics

Palmolive is the scientific modern combination of the Palm and Olive oils Cleopatra used. She, as did all the ancients, employed these rare oils both as cleanser and cosmetic. They were cleansers which also soothed.

Thus Palmolive always agrees with even the most sensitive complexions. It works without irritation.

It is the favorite facial soap of millions who have learned that while you pay more you can't buy better.

THE PALMOLIVE COMPANY, MILWAUKEE, U. S. A.



PALMOLIVE

Why don't it cost more?

Because the Palmolive factories work day and night to supply the demand. Because the rare Palmolive ingredients are bought in enormous quantities.

Thus the price of Palmolive is kept moderate—no more than for ordinary soap. It can be enjoyed by every woman and procured everywhere.