

Free

Full Size Cake of PALMOLIVE SOAP

This is a generous offer. An offer of a regular, full-sized cake of famous Palmolive Soap a-b-s-o-l-u-t-e-l-y *free!*

No strings to it, either—it is open to *every one*, anywhere, who reads this advertisement, and we hope all who do will accept it.

We expect to give away thousands of cakes—the more the better. Why? Because we know that all who secure and use this free cake will become Palmolive enthusiasts. Every gift cake will make a permanent customer.

For no matter how much we tell you about the smooth, creamy lather of Palmolive and its wonderful cleansing qualities—

Or all we can say about the mild, balmy

Palm and Olive oils which make this lather a real complexion beautifier—

An opportunity to make the acquaintance of the attractive, fragrant, luxuriously lathering cake is better than all the explaining. Palmolive does its own persuading—when you have used up this free cake no other soap will satisfy you.

And don't let the thought of price disturb you when you are enjoying the abundant, lotion-like lather.

Palmolive is the largest selling toilet soap. Volume and manufacturing efficiency produce 25-cent quality for only 10 cents—the price you pay for ordinary toilet soap.

You can afford to use Palmolive for every