

A Full-size Cake of "SWEETHEART" TOILET SOAP FREE

To Every Reader of Oregon's Leading Newspaper

Simply Cut Out the Coupon Appearing in

Next Sunday's Journal, April 18th

We would like to have you become familiar with the merits of "Sweetheart" Toilet Soap. The best way we know is to have you try it at our expense. We will therefore publish a *Free Coupon* in *Sunday Journal of April 18*. This coupon will entitle you to a full-size cake of "Sweetheart" Toilet Soap *Absolutely Free at Your Grocers*

Try It at Our Expense

This is a very unusual offer, because "Sweetheart" is an unusual soap. There are hundreds of toilet soaps today, yet not one other like this. Get a full-size cake free, then judge if "Sweetheart" isn't unique—decide if you don't like it better.

You cannot know, madam, until you've tried this soap, what you miss when you use other soaps.

20 Years' Study

We've studied those soaps and know.

Many are good soaps—they please lots of women. But we've studied the good soaps most. We learned how, in this way, to make "Sweetheart" better than all the rest.

We Are Sure of This

Otherwise we couldn't afford to buy a cake of our soap for so many women. For, unless all who try our soap buy it again, we lose a large amount of money on this offer.

We can't afford to buy every woman a cake of this soap, so these coupons must be limited. But all readers of NEXT SUNDAY'S JOURNAL can get the free gift.

Fancy Boxes

Pretty wrappers and fancy boxes do not always insure good soap. Numerous toilet soaps are put up in picturesque boxes and six-colored lithographed wrappers, which cost the manufacturer more than the soap he puts in. Good toilet soap is really a rare article. When you want all soap for your money, buy "Sweetheart."

20 Years Spent in Perfecting It

"Sweetheart" is the achievement of twenty years' study by the world's foremost soap chemists.

Twenty years spent in studying what women like best in their soap—twenty years spent in learning how to best put it into a soap.

"Sweetheart," now, without any doubt, embodies it all to perfection—that's why it enjoys the largest sale of any toilet soap on the market today.

Absolute Purity

"Sweetheart" Soap is, first of all, a pure soap. It is made from edible products—the very best the market affords—but is more than a merely pure or neutral soap, as it also contains benzoin, cold cream and glycerine in

No Raw Alkali

"Sweetheart" contains no raw alkali, so the natural oils of the skin are preserved; health-giving coconut oil feeds the pores.

Use "Sweetheart" in hard water. See how it acts. Use it in soft water—note how delightful.

No Artificial Color

The cream white color of "Sweetheart" is the best proof of its purity.

Nothing is added to color it. "Sweetheart" can be massaged right into the pores without harm.

Exquisite Perfume

"Sweetheart" Soap is scented with an exquisite rose perfume made from a secret formula of pure essential oils. It is milled five times, making it as smooth and fine as the most expensive French soaps.

Skin and Clothing

Are entirely different. They require different soaps. Why use ordinary combination soaps on your skin—when you can buy a high-grade toilet soap like "Sweetheart" at the cost of ordinary soaps?

We'll Buy the First Cake

To convince you of its merits. Simply cut out the coupon which will appear in NEXT SUNDAY'S JOURNAL. Present it to your grocer, who is authorized to give you a full-size cake ABSOLUTELY FREE. We will pay him for it. It costs you nothing.

Every Journal Reader

Should take advantage of this liberal offer. It will not appear in any other Portland newspaper. Be sure to order a copy of NEXT SUNDAY'S JOURNAL in advance and get a free cake.



correct scientific proportions. These last named ingredients are well known for their beneficial effect on the skin—softening, purifying and helping to keep it in a natural condition.

Manhattan Soap Company, New York