

New Palmolive gives

New Life to Your Complexion Safely... Gently!

*Palmolive's Rich Lather
Contains —*

NO DRYING DETERGENTS!

NO HARSH PERFUMES!

NO IRRITATING DEODORANTS!



You can give your complexion
new life—leave it softer, fresher
—with New Palmolive care!



Daily care with New Palmolive's
rich, mild lather gently washes away
dirt and make-up . . . cleanses so thor-
oughly it actually gives your complexion
NEW LIFE! Extra safe for your skin, too—
because New Palmolive contains no-
drying detergents, no strong perfumes,
no irritating deodorants.

TAKE THIS COUPON TO YOUR DEALER

**SAVE 10¢ ON
NEW PALMOLIVE SOAP**
WHEN YOU BUY

3 REGULAR SIZE **OR** **2** BATH SIZE

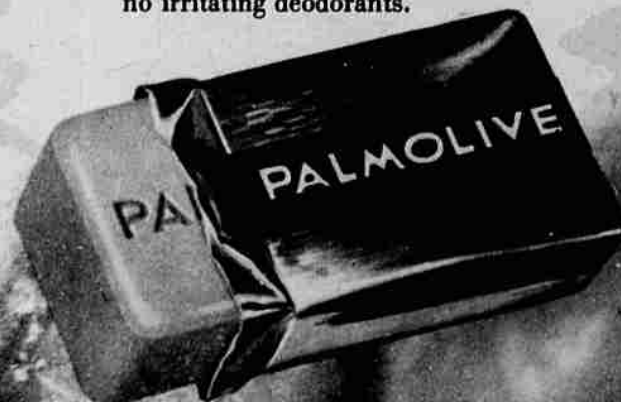
10¢

101-58011

10¢

Our salesman will redeem this coupon at your store in accordance with the agreement made with you, provided you and the customer have complied with the terms of this offer. Any other application constitutes fraud. We will not honor redemption through outside agencies, brokers, etc. Invoices proving purchase of sufficient stock to cover coupons presented for redemption must be shown upon request. The customer must pay any sales tax. Coupons void if use is prohibited, restricted or taxed. Offer expires June 30, 1959. This offer limited to Continental United States, Alaska and Hawaii. Cash Value 1/20 of 1 cent. Colgate-Palmolive Company, P. O. Box 1799, Louisville 1, Ky.

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All New! lather — fragrance — color — wrapper