



Use it as a beautifier

SOAP and water has a most important mission in preserving the beauty and fineness of the complexion. It removes the coating of dirt, perspiration and excess oil secretions which, with all traces of rouge and powder, must be washed away every day.

Neglect this daily cleansing and you

invite trouble. The tiny pores and minute glands which make up the surface of the skin quickly become clogged and irritated. This clogging, this irritation, causes enlargement. This is the reason so many skins are coarse. Then when the coarsened pores fill with dirt, blackheads result. Soon they inflame and disfiguring blotches follow.

• Explaining the moderate price

Users of Palmolive should know why it can be bought at the price of other soaps.

Simply because Palmolive is so popular that it forces production in enormous quantity. The Palmolive factory works day and night. Ingredients are purchased in gigantic volume. The result is a moderate price.

Palmolive is sold by all dealers and supplied in guest-room size by America's most popular hotels.

Do your washing with Palmolive

Don't say soap doesn't agree with your skin, but go get a cake of Palmolive. Its pure, mild lather is so gentle in its action that it soothes while it cleanses.

If your complexion is excessively dry, apply Palmolive Cold Cream both before and after washing. This supplies the lacking natural oil and keeps it soft and smooth.

Why it can't irritate

Because Palmolive contains Palm and Olive oils discovered 3,000 years ago in ancient Egypt.

Cleopatra knew their value—they served her both as cleanser and cosmetic. To-day their scientific combination in Palmolive Soap achieves the final toilet luxury.



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TORONTO, ONT.

PALMOLIVE