



When She Grows Up

She will be beautiful, of course, in the rosy future pictured by a mother's dreams. But—this future beauty will not be left to chance, for modern mothers know how to make their dreams come true.

Her first concern will be care of the little daughter's complexion, to protect its smooth, fresh, childish texture from injury through careless treatment. Proper cleansing is the secret, and use of the proper cleanser. The skin must not be robbed of its own natural, beautifying oil, yet it must be kept thoroughly clean.

Only soap and water used daily will keep the skin properly clean, so the problem lies in the choice of soap. You want the mildest, most soothing and lotion-like soap which can be made. Such soap is yours in Palmolive.

Soap and cosmetic combined

Palmolive is the modern development of an ancient beauty secret, discovered by the Egyptians 3,000 years ago. They learned that palm and olive oils were wonderful beautifiers. Crudely blended, they were used as cleansers as well as to keep the skin smooth and soft.

These rare oils, scientifically blended in Palmolive, produce far more than mere soap. It permits thorough, beautifying cleansing without danger of drying the skin. It soothes, refreshes and stimulates, resulting in becoming natural bloom and glow.

Such cleansing, every day, results in a clear, healthy skin and is the basis of complexion beauty.

Clogging the greatest danger

Fear of thorough cleansing, or indifference to its importance, is the original cause of skin trouble. The daily accumulation of dirt, excess oil and perspiration combine with cold cream and powder to clog the tiny pores. Disfiguring coarseness from their enlargement is the first result.

The accumulated dirt produces blackheads, with the danger of infection, which causes blotches. Such a complexion is fatal to personal charm.

What to do

Once every day, preferably at bedtime, wash your face thoroughly with Palmolive Soap. Work up a lather with your two hands and massage it thoroughly into the skin. Then rinse thoroughly. Use a fine, soft towel for drying.

If your skin is very dry, apply a little cold cream and wipe off what isn't quickly absorbed. If your skin is normally oily you won't need it.

All can afford it

The world-wide popularity which keeps the Palmolive factories busy day and night enables us to maintain the 10-cent price. Thousands can afford the benefit and luxury of this finest and mildest soap.

THE PALMOLIVE COMPANY OF CANADA, Limited
 WINNIPEG TORONTO MONTREAL
 Also makers of Palmolive Shaving Cream and Palmolive Shampoo

Palm and Olive oils—nothing else—give nature's green color to Palmolive Soap



10c

Volume and efficiency enable us to produce 25c quality for only 10c

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