THIS is FREE PALMOLIVE WEEK for every user of this famous soap.

and the second second

The week in which you buy one cake at the regular price, and secure another full sized cake absolutely free by presenting the coupon which appears below.

THE STANDARD, ST. JOHN, N. B., FRIDAY, AUGUST 30, 1918.

Every dealer who sells soap is acting as our agent, in this great free offer. Each will accept the coupon in exchange for a cake of Palmolive provided you buy another cake of Palmolive at the same time.

With all soap selling at war-time prices, this gift will be doubly appreciated-act now, while the supply holds out. Tear out the coupon, sign it and take it to your dealer at once. Don't risk losing your free cake of

No need to tell you how good Palmolive is., How its smooth, creamy lather is considered the greatest of all toilet luxuries.

Make this your introduction to the luxury you have been missing if you don't already use Palmolive-

Palmolive contains Nature's greatest cleansing agents-the Palm and Olive Oils prized since history began as the greatest of all toilet luxuries. Its delicate Oriental perfume adds to the pleasure of its use. Its lasting qualities make it the economy soap.

If You Present



D YOU MIND N' ME HOW GOT SICK AND NAME OF IR DOCTOR?

CLINTON SISTERS

JOE DANIELS Komical Kuss.

Serial Drama THE LION'S CLAWS

DOUBLE PROGRAM

er Own Wonder-

ILLIONS" CHAP.

AMES OF PERIL" e Times

Two-Hour Show

medy, Thrills, Dram

HOME TOWN"

LYRIC

nmoth Production

Charles Ray In

(ant nons



-or accept this opportunity to enjoy a cake free if you do.

PALMOLIV

the shake of all by state of a

This Coupon

69

PALMOLIVE

FREE SOAP COUPON

This coupon will be accepted (if presented within thirty days) as full payment for one cake of Palmolive Soap when the holder purchases another cake at the regular price of 15c (two for 25c.)

Only one coupon may be presented by each family and the name and address of the party receiving the free Palmotive Soap must be signed in full to the following:

I hereby certify that I have this day purchased one case of Palmolive Soap from my dealer and received one case Palmotive Soap Free.

NOTICE TO DEALERS: We will replace the soap only under the following conditions: Coupen no

Address____