

Turn the screw
and the soap
comes through

Absolutely New!

Palmolive---the new olive oil shaving soap. In a unique oval holder---with a thumbscrew at the bottom which advances the soap only as used. Sanitary and practical. Both the soap and the mechanical feature of the holder must appeal to every man who shaves himself.

PALMOLIVE SHAVING STICK

Palmolive Shaving Stick, the newest Palmolive product, was made especially for **men with tender faces**. The delightful qualities of Palm and Olive oils are as effective in a shaving soap as they are in Palmolive Toilet Soap, used by millions of discriminating women.

These oils give Palmolive Shaving Stick its wholesome green color. They make the abundant lather which stands up, does not dry on the face or draw the skin. The beard is softened properly. **There is no pull with Palmolive.**

Absolutely neutral---no free alkali to irritate and make the face sore after shaving. And no reminiscent soapy odor when you are through. Palmolive has a refreshing faint Oriental perfume.

The case for this new Palmolive is made of pure, non-corrosive aluminum in the convenient oval shape so easy to use and to pack. A key at the bottom of the case pushes up the soap as needed, **without its touching the fingers**. The cover protects the exposed part when not in use. The oval shape is an extra convenience.

Palmolive Shaving Stick keeps dry and in perfect condition to the last. The beveled edge at the top prevents water from running down around the soap to make it soft and soggy. You can use it up **entirely**, with as much comfort at the last shave as when it was brand new.

If your dealer has not yet secured his supply of Palmolive Shaving Soap write us, enclosing 25 cents, and we will send you a full-size package in the wonderful new aluminum holder, and also generous free samples of Palmolive Soap, Palmolive Cream and Palmolive Shampoo.

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