

*Loading Palm Oil  
On the West Coast  
of Central Africa*

Palm Oil from Africa  
Olive Oil from Spain

Used in Making

# PALMOLIVE

The illustration shows a typical scene on the coast of Central West Africa—the "oil-river" country which sends us Palm oil.

It comes from the interior on the heads of native carriers for shipment to American ports—a journey, altogether, of many months.

Olive oil now comes from Spain—the greatest olive producing country in the world.

And while war time vicissitudes make the journey perilous and the cost enormously high, these imported oils are still used in making Palmolive.

The famous formula remains the same—even the price is only slightly increased.

The full sized Palmolive cake, firm and long-wearing, is now two for 25 cents at most dealers. Making America's favorite cleanser still the *economy* soap.

The Palmolive Line includes Palmolive Shampoo, Cold Cream, Vanishing Cream, Powder, Talcum, Shaving Stick. At the best dealers everywhere.

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