



Ours the Greater Luxury

The luxury loving Greeks equipped the bath with extravagant accessories—but they lacked PALMOLIVE, the *famous modern luxury* for toilet, bath and shampoo. True, Palm and Olive oils were the favorite cleansing agents—but obtainable only in their crude natural state. Their scientific combination in the smooth, creamy PALMOLIVE lather is a triumph only twentieth century users know in

PALMOLIVE SOAP

The wholesome PALMOLIVE cake with its natural attractive color and agreeable faint fragrance is known to millions of users. Its perfect cleansing qualities originated the PALMOLIVE "doctrine of soap and water."

PALMOLIVE SHAMPOO—liquid PALMOLIVE—is equally popular. Its use constitutes a perfect means for thoroughly cleansing the hair—an essential for healthy growth. The Olive and Coconut Oils in this shampoo are unequalled ingredients of a perfect hair and scalp application. Our new Palmolive Booklet about the complete Palmolive Line, together with threefold sample package, will be mailed on receipt of 10 cents in stamps.

B. J. JOHNSON SOAP COMPANY, Inc., Milwaukee, Wis.
CANADIAN FACTORY: 155-157 George Street, Toronto, Ont.

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