



## Rivals in Beauty

Why not? There are too few years between youth and babyhood to work noticeable changes in a young girl's skin. And a fresh, smooth complexion should keep its beauty long after girlhood's days have passed.

Give your skin the same care that you lavish on your baby's and the charm of alluring youthful freshness will be yours when she grows up.

You wouldn't dream of letting a day pass without thorough cleansing with mild, pure soap. (Most mothers use Palmolive.)

Treat your complexion the same careful way as the roughness, the little blemishes and the unevenness of texture which so many women try to hide up with powder will soon be transformed into glowing freshness.

### What every complexion needs

Once every day your skin must be gently but thoroughly cleansed from all accumulations of dirt, perspiration and excess oil secretions.

Powder and rouge must be removed, traces of cold cream washed away. Every tiny pore must be freed from clogging accumulations so that the network of minute glands can do their necessary work.

Neglect this daily cleansing, or depend upon

cold cream alone, and dirt, oil, perspiration, powder, rouge and the cream itself combine in an impervious coat which smothers your natural complexion.

The result is sluggishness which soon results in a lifeless, sallow skin. Blackheads develop, dirt infections produce pimples, the filled-up pores enlarge into unattractive coarseness.

Such a skin is a disfigurement which cosmetics can't conceal. Simple cleansing once a day will quickly cure it.

### You must use soap and water

There is no other safe, quick, satisfactory cleanser. Your baby's skin proves this.

Mild soap, of course, balmy and soothing, which means Palmolive Soap. Its profuse creamy lather is the scientific blend of palm and olive oils, the mild gentle cleansers Cleopatra used.

If your skin is oily apply this cosmetic lather without preparation, massaging it thoroughly into every tiny skin cell until not a trace of foreign matter remains.

If your skin is inclined to dryness apply a little cold cream before you start cleansing. This keeps the most sensitive skin delightfully soft and smooth.

### Enormous volume reduces price

If we made Palmolive in small quantities the price would be high. Palm and olive oils are costly ingredients—they come from overseas. We import them in such vast quantity that the price is much reduced.

The Palmolive factories work day and night to supply the enormous and ever-growing demand. This reduces manufacturing cost.

Result, the finest facial soap modern science, employing an ancient beauty secret, can produce, at the price of ordinary soap

### Trial cake free

Mail coupon for trial-size cake of Palmolive, gladly sent free.

**The Palmolive Company of Canada, Limited**

Montreal, Toronto, Winnipeg.  
Manufacturers of a Complete Line of Toilet Articles



Very much as mothers do today. She used a blend of palm and olive oils, crude, but mild and soothing. Modern babies are bathed with the perfected blend which modern science has achieved in Palmolive—the mildest soap it is possible to produce.

MADE IN CANADA



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## TRIAL CAKE FREE

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of CANADA, LIMITED.

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