

PALMOLIVE

Made from the Same Imported Oils
and the Same Formula

HERE is a statement due to users of Palmolive Soap, who know that Palm and Olive oils come from overseas. Who may wonder how the war has affected the supply. And whether we have been able to keep the formula the same.

Our answer is—Palm and Olive oils are scarce and costly. Our supply has come through the war zone, with freight rates multiplied and carrying war insurance that costs, in addition, from 10 to 20 per cent.

But in spite of this condition we have not changed our formula. Palmolive is the same blend as when first you used it.

If the time comes when we cannot get enough Palm and Olive oils we will have to cut production.

But we shall not change the formula.

Oils from Spain and from Africa

The Olive oils used in making Palmolive comes principally from Spain, a great Olive producing country. But the last crop was small and exports restricted. Each shipment has required government permission. Submarines have reduced ocean tonnage.

Palm oil comes from the interior of Africa. It reaches the coast on the heads of native carriers, carried thus over mountain ranges. Every cargo braves the perils of the war zone.

These hazards are adding a new chapter in Palmolive history. Almost as adventurous as the one written 3000 years ago.

How We Could Make Palmolive

A soap could be made to look like Palmolive at a fraction of the cost. By the substitution of fats or other domestic oils. By artificial coloring. Remember this if you are told some other soap is like Palmolive. And that Palmolive isn't changed—in size, in appearance or quality.

Nothing Better In 3000 Years

Users of Palmolive know how the use of Palm and Olive oils is old as civilization. How Cleopatra prized these natural cleansing agents.

Modern progress has perfected their combination. But in 3000 years the world has found nothing to compare with these historic luxuries.

If Palm and Olive oils become unobtainable, we shall stop for awhile the manufacture of Palmolive. We shall perhaps be obliged to limit the output to the available supply.

But every cake leaving the Palmolive factory will be made from Palm and Olive oils. On this all users may rely.

Now—Two for 25 Cents And Still the Economy Soap

Hereafter you will probably pay 25 cents for two cakes of Palmolive. But you still will be buying the economy soap. All users know how long Palmolive lasts—how the firm, fine grained cake wears to wafer thinness—will realize that quality rather than price is our basis of economy.

Palmolive Shampoo, Cold Cream, Vanishing Cream, Powder, Talcum, and Shaving Stick, all for sale everywhere by leading dealers.



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