



## FOUR CAKES

Each time the sand runs through the hour-glass 14,400 cakes of PALMOLIVE are produced. Four cakes a second—240 cakes a minute—14,400 cakes an hour—for every working day.

—This is the enormous manufacturing volume required by the popularity of PALMOLIVE SOAP!

For just as Palm and Olive oils were the indispensable cleansing agents that equipped the marble baths of ancient Egypt, Greece and Rome, so is the fragrant, wholesome cake of PALMOLIVE the indispensable equipment of the equally luxurious porcelain bath of the modern American home.

A luxury and necessity combined; the modern perfection of a luxury ages old; this is the combination that requires **four cakes a second** to supply the millions that demand PALMOLIVE SOAP.

## A SECOND

PALMOLIVE SHAMPOO — The olive oil shampoo—is as essential for proper care of the hair as is PALMOLIVE for the bath and toilet. You will find it wherever the PALMOLIVE line is sold, price 50 cents a bottle.

Our new PALMOLIVE booklet, describing the entire PALMOLIVE line, together with **threefold sample package**, will be mailed on receipt of 10 cents in stamps.

B. J. JOHNSON SOAP COMPANY,  
Limited,

155-157 George Street, Toronto, Ont.

American Address: B. J. Johnson Soap Co., Inc.,  
Milwaukee, Wis.

