



BUYING PALMOLIVE 3,000 YEARS AGO

The shop came to the shopper in the days of the first Palmolive. No convenient corner store, no fragrant green cake, but flagons of Palm and Olive oil brought from far countries for the toilets of aristocratic women. And while these ancient customs have vanished with the passing of 3,000 years, the world still prizes these two great natural cleansing agents. Not alone for their wonderful natural qualities, but for their still more wonderful combination in

PALMOLIVE SOAP

Once you become acquainted with the fragrant, profuse, creamy Palmolive lather, no other soap will satisfy. That is why millions use Palmolive.

Palmolive soap heads the famous line of toilet specialties bearing the name. There is Palmolive shampoo, cold cream, vanishing cream and powder, price 50 cents each; Palmolive talcum and

shaving stick, price 25 cents each.

If your dealer does not carry a full stock write us direct, enclosing price of article desired.

Week-end Package mailed for 25 cents in stamps. Contains 8 favorite Palmolive articles, attractively packed.

B. J. JOHNSON SOAP COMPANY, Limited

155-157 George Street, Toronto, Ont.

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

