



You couldn't buy it
at the drug store
3000 years ago

The elegant Egyptian had her "Palmolive," but it came by sea and caravan from far countries, in the form of the Palm and Olive oils esteemed as the greatest of all toilet luxuries.

The crude combination of these costly oils produced a mild and beneficial cleanser. *Today their scientific combination* gives fortunate modern women the mild and beneficial lather of

PALMOLIVE SOAP

If you could see the immaculate factory in which PALMOLIVE is made, how every process is mechanical, the pleasure of its use would be heightened.

The oils that produce its fragrant, creamy, profuse lather are those that ancient Egypt prized.

B. J. JOHNSON SOAP COMPANY, Limited
155-157 George St., Toronto, Ont.
American Address: B. J. Johnson Soap Co., Inc.
Milwaukee, Wis.

Palmolive soap heads a complete line of splendid toilet specialties—Palmolive shampoo, cold cream, vanishing cream and face 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, containing eight Palmolive specialties, mailed for 25 cents in stamps.

