



## Baby's First Bath

In a famous hospital, three babes are born daily. The care of these infants has become an exact science.

The nurses use nothing but soft tepid water and pure olive oil for baby's bath the first week of its life.

After that Palmolive naturally follows.

Baby's first soap and water bath should be always a Palmolive bath—smooth, soft, creamy suds, of warm fresh water and Palmolive Soap.

Many physicians recommend Palmolive as the perfect soap for a Baby's delicate skin, because it is made of the two necessary palm and olive oils.

And because it does not contain free alkali, or anything that can injure the tenderest skin.

Palmolive Soap refreshes and invigorates the skin, preventing redness, irritation or chafing.

Its delicate green color is the natural hue of the pure materials from which it is made. Its faint perfume is dainty and refreshing.

Since Palmolive Soap is best for the tender skins of children, it certainly is best for grown women and men.

Palmolive Soap is *unlike* any other toilet soap—because of the soothing, cleansing, softening effects of the wonderful palm and olive oils. That is why more Palmolive is used than any other high-grade toilet soap.

*Price, 15 cts. per cake.*

**PALMOLIVE SHAMPOO** is delightfully cleansing. It stimulates the hair to healthful lustre and luxuriant growth.

*Price, 50 cts.*

**PALMOLIVE CREAM** is pure and delightful. It whitens and nourishes the skin and imparts a soft and delicate refinement to a woman's toilet.

*Price, 50 cts.*

Send two 2-cent stamps for sample cake of Palmolive Soap and free booklet, "The Easy Way to Beauty"

**PALMOLIVE is sold by all good dealers**

Made by B. J. JOHNSON SOAP COMPANY  
MILWAUKEE, WISCONSIN

