

Free

Just Present
This Coupon

Full Size Cake of PALMOLIVE Soap

This is a generous offer. An offer of a regular, full-sized cake of famous Palmolive Soap *a-b-s-o-l-u-t-e-l-y free!*

No strings to it, either—it is open to *everyone*, anywhere, who reads this advertisement, and we hope all who do will accept it.

We expect to give away thousands of cakes—the more the better. Why? Because we know that all who secure and use this free cake will become Palmolive enthusiasts. Every gift cake will make a permanent customer.

For no matter how much we tell you about the smooth, creamy lather of Palmolive and its wonderful cleansing qualities—

Or all we can say about the mild, balmy Palm and Olive oils which make this lather a real complexion beautifier—

An opportunity to make the acquaintance of the attractive, fragrant, luxuriously lathering cake is better than all the explaining. Palmolive does its own persuading—when you have used up this free cake no other soap will satisfy you.

And don't let the thought of price disturb you when you are enjoying the abundant, lotion-like lather.

Palmolive is the largest selling toilet soap. Volume and manufacturing efficiency produce 25-cent quality for only 10 cents—the price you pay for ordinary toilet soap.

You can afford to use Palmolive for every toilet purpose. It will help you beautify your complexion, keep your hands soft and your body smooth and comfortable.

Present This Coupon At Once

Don't miss this chance to make the acquaintance of the finest, most popular toilet soap absolutely free. Nothing to do but sign the coupon and present it to any store that sells toilet soap. Your gift cake will be handed you with our compliments.

Don't lay this paper aside with the intention of using the coupon later. It might be lost or destroyed.

Tear it out now—

Sign it now—

Take it to your dealer tomorrow.



This Coupon May Be Redeemed By Dealers Wherever This Newspaper Circulates If Presented Within 10 Days After Publication Date

Present this coupon to any dealer who handles soap and it will be accepted as full payment for

ONE CAKE OF PALMOLIVE SOAP

NOTICE TO DEALERS: This coupon when properly redeemed will be paid for by us at 10c, when sent to The Palmolive Co., 1502 Farnam St., Omaha, Neb. It must be signed by the party receiving the free soap and only one coupon to be redeemed by a family. Coupons cut from papers purchased from newsdealers will positively not be redeemed by us.

THE PALMOLIVE COMPANY

I hereby certify that I have received a cake of *Palmolive Soap* absolutely free from my dealer.

Name.....

Address..... City.....

Box, Omaha, Neb. June 25, 1922

THE PALMOLIVE COMPANY

1502 Farnam Street, Omaha, Neb.