

FREE TRIAL OFFER

To all readers of Nebraska's leading newspaper. Simply cut out the coupons from THE OMAHA SUNDAY BEE

The Manhattan Soap Co. of New York would like to have you become familiar with the merits of

SWEETHEART TOILET SOAP

The best way that we know is to have you try it at our expense.

We will therefore publish coupons in The Sunday Bee, on July 5th and July 12th. Each coupon will entitle you to a full-size cake of **Sweetheart Toilet Soap** absolutely free at your grocer's.

Don't fail to cut out the coupons. We want you to try it. We feel confident that you will continue to use this soap after giving it a trial.

"To try it is to buy it." That is our reason for giving away such enormous quantities of **Sweetheart Soap**.

Sweetheart Toilet Soap is exquisitely perfumed. It has the odor of fresh-cut roses. It is absolutely pure. It contains benzoin to whiten the skin, cold cream to soften it, and just enough glycerine to prevent chapping.

It will not irritate the most tender skin. It yields a soft, smooth, creamy lather that takes the dirt away, opens the pores and softens the skin. It is the favorite soap of those who appreciate the importance of taking care of the complexion.

Where ordinary soap merely cleanses, **Sweetheart Soap** cleanses, feeds, heals—provides skin nourishment and helps to build beautiful skin. Try it at our expense, and you will be convinced of its superiority.

TO ALL GROCERS EVERYWHERE

Next Sunday, July 5th, the SUNDAY BEE will contain a coupon entitling your customers to a full-size cake of SWEETHEART TOILET SOAP. A second coupon will appear July 12th, so that every reader may have the opportunity of getting TWO CAKES ABSOLUTELY FREE.

We will redeem these coupons from you at five cents each, through your jobber. Thus you make your full profit. We merely buy two cakes from you for each of your customers.

There are thousands of families in this territory not yet acquainted with the merits of **Sweetheart Toilet Soap**.

We are going to this enormous expense of buying two cakes for each family to show them that what we say about our soap is the truth. We will prove to the people that what we say about **Sweetheart Soap** is not just advertising talk, but facts. We have no other purpose in view but to introduce **Sweetheart Soap** on its merits to your customers.

We will publish the name and address of every grocer who buys **Sweetheart Soap**. This will let your customers know that you are prepared to redeem their coupons. It will also advertise your store and bring many new customers into it at no expense to you.

Don't be unprepared and caught without stock. Give your jobber's salesman an order for it at once. Don't delay ordering, as this will be the biggest distribution of toilet soap ever made in this market, and we want you to get your share of the business.

ENGLER-JACKSON BKGE. CO. (Western Sales Agts.) Omaha, Neb.

MANHATTAN SOAP COMPANY

NEW YORK

