



The Toilet Soap with a Double Surprise

THERE is nothing surprising in a high-grade toilet soap at a high price---nor in a low-grade soap at a low price. But Sweetheart Toilet Soap gives you the double surprise of high quality at low price. Its tremendous sales enable us to keep the cost down and the quality up.

Not until you actually use Sweetheart Toilet Soap, can you appreciate its goodness. Note its generous size, its handy shape, its pleasing color, its delightful, delicate perfume. Only the purest materials are used in its skillful blending. Its soft, rich lather cleanses and refreshes the skin, leaving it cool and smooth and glowing.

You cannot buy a more perfect toilet soap no matter how much you pay.

Trial Offer---A Cake of Sweetheart for 2 cents

Here is your opportunity to prove to your own satisfaction how good Sweetheart Toilet Soap is. Take the coupon and two cents to your grocer and receive a full size cake, the regular price of which is 7 cents. We pay the dealer the difference. This coupon is good wherever this paper circulates. But it must be used before March 6th, 1918.

MANHATTAN SOAP COMPANY

424 WEST 38th STREET, NEW YORK, U. S. A.



PRESENT this coupon (signed) with 2 cents to your dealer and he will give you a full size cake of SWEETHEART TOILET SOAP.

Name.....

Address.....

To the Dealer: Tear off the top end of the carton (the part with the "S" in the diamond). This coupon (with box top attached) is redeemable at 5 cents providing all of the above conditions have been fully complied with. Send coupon direct to us, Manhattan Soap Co., 424 W. 38th Street, New York. Hbg. Tel. Mar. 1

