



*“and...I promise
to keep that schoolgirl complexion”*

Thousands are doing it through this simple rule
in natural skin care, followed in this way:

WHEN tempted to “try” an unproved soap, remember that good complexions are too priceless for experiment. Proved rules and proved soaps are best and safest.

Blended of rare cosmetic oils, and made solely for one purpose, to safeguard your complexion, Palmolive has largely changed the beauty methods of the world.

Use it according to the rule printed in the text at the right. Note the difference that comes.

WOMEN used to lose the priceless charm of youth, then struggle everlastingly to regain it. Today, by following natural and proved ways in skin care, they keep it.

Start by avoiding the use of unproved ways on your skin. A good complexion is too priceless for experiment. You can retain natural charm and freshness through the years simply by taking ordinary precautions with your skin.

Foremost skin specialists of the world recommend soap and water cleansing as the first rule in skin care. Leading beauty experts employ it. Results are proved on every side. Try it—it will do much for you.

★ *The rule to follow if guarding a good complexion is your goal*

Wash your face gently with soothing Palmolive Soap, massaging the lather softly into the skin. Rinse thoroughly, first with warm water, then with cold. If your skin is inclined to be dry, apply a touch of good cold cream—that is all. Do this regularly, and particularly in

the evening. Use powder and rouge if you wish. But never leave them on over night. They clog the pores, often enlarge them. Blackheads and disfigurements often follow. They must be washed away.

Avoid this mistake

Do not use ordinary soaps in the treatment given above. Do not think any green soap, or one represented as of olive and palm oils, is the same as Palmolive.

And it costs but 10c the cake! So little that millions let it do for their bodies what it does for their faces. Obtain a cake today. Then note the amazing difference one week makes.

Soap from trees!

The only oils in Palmolive Soap are the soothing beauty oils from the olive tree, the African palm, and the coconut palm—and no other fats whatsoever. That is why Palmolive Soap is the natural color that it is—for palm and olive oils, nothing else, give Palmolive its natural green color.

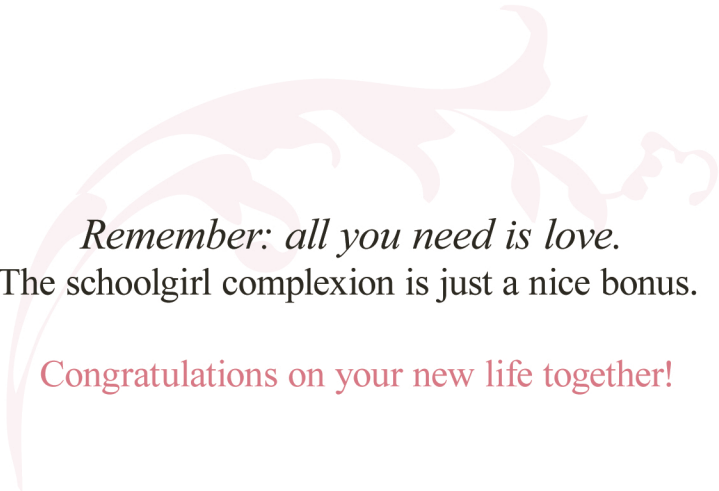
The only secret to Palmolive is its exclusive blend—and that is one of the world's priceless beauty secrets.



Retail Price **10c**

Palmolive Soap is untouched by human hands until you break the wrapper—it is never sold unwrapped.

THE PALMOLIVE COMPANY (Del. Corp.), CHICAGO, ILLINOIS



Remember: all you need is love.
The schoolgirl complexion is just a nice bonus.

Congratulations on your new life together!