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# A monument to that SCHOOLGIRL COMPLEXION...



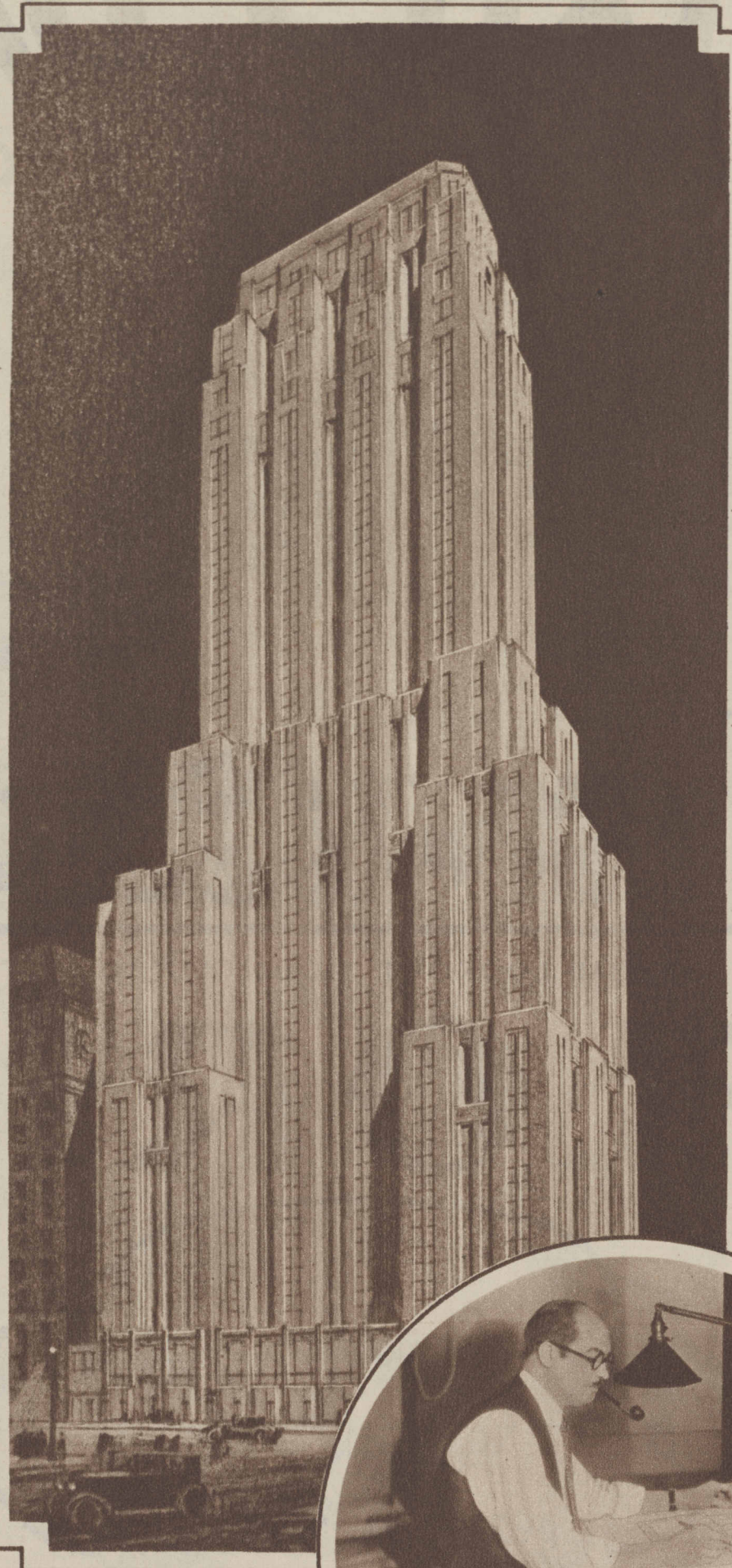
**SAYING GOODBYE TO THE NOISY LOOP.** Arthur F. Thurnau, Western Manager of Paul Block, Inc., which owns "Pictorial Review," is moving his staff on April 1st to the Palmolive Building, rapidly becoming, according to Ross & Browne, Renting and Managing Agents, the new center of advertising and publishing activity in Chicago.



**ENRIQUE ALFEREZ G., TALENTED MEXICAN WOOD-CARVER,** is busily working on the symbolic panels for the elevator cabs and doors of the new Palmolive Building, each panel portraying how primitive woman preserved her "schoolgirl complexion." The bank of high speed, fully automatic elevators themselves are probably the finest and safest installations ever made in an American office building.



**AN INSPIRING VIEW OF THE LOOP,** looking South from the 37th floor of the new Palmolive Building. Close to the city's center, yet removed from traffic congestion and smoke, the tenants of this imposing structure will enjoy far-sweeping panoramas such as this in every direction.



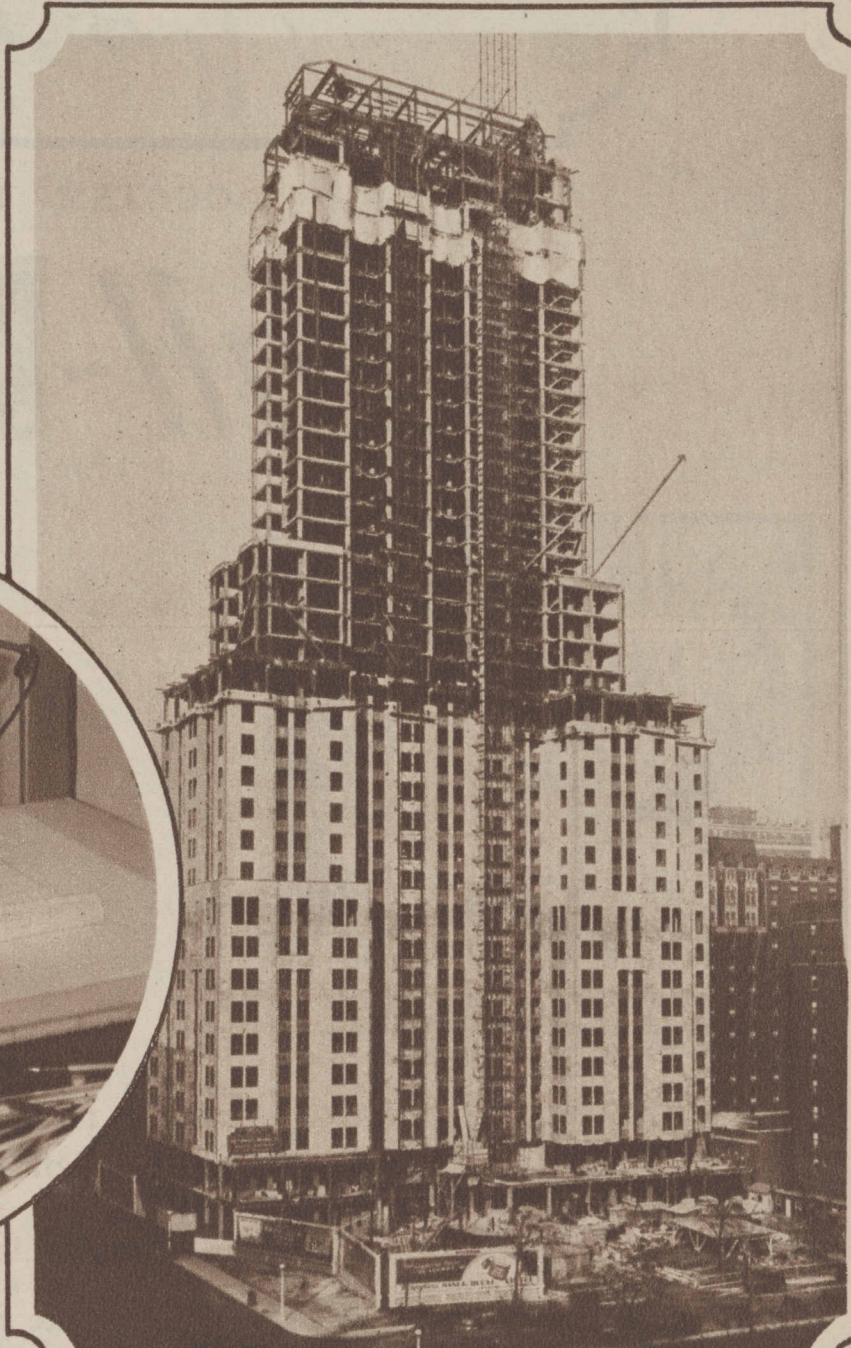
**MODERN AS TOMORROW'S** newspaper, the new Palmolive Building, 37 stories high, is the latest and most graceful example of American skyscraper architecture. Monarch of all the Near North Side, the Palmolive Building is destined to become world famous. "919 North Michigan Avenue" will be an address of distinction for the leading firms who are taking space there.



**THE ARTIST-DREAMER OF** today looks like any ordinary business man. Long hair, queer clothes are no longer the hall-marks of genius. At this drawing board, Gilbert P. Hall, of Holabird & Root, Architects, conceived and planned the soaring facade of the Palmolive Building.



**ALBERT D. LASKER SIGNS ON THE DOTTED LINE** and Lord & Thomas and Logan, world-famed advertising agency, of which the former Shipping Board chief is Chairman, becomes the first office tenant of the new Palmolive Building.



**CLIMBING SWIFTLY SKYWARD,** the Palmolive Building will be ready for occupancy April 1st, 1929. This recent picture shows the topmost steel girder in place, 468 feet 5 1/2 inches above the corner of North Michigan Avenue and Walton Place.



**A GROUP OF PALMOLIVE GIRLS** who "treasure that schoolgirl complexion" are delighted at the prospect of moving North to clear, sootless skies and sunlight. Employers in the Near North Side district agree that the better type of office workers seek positions with companies pleasantly located out of the Loop.