



A DARING YOUNG AVIATOR—
 "No two ways about it—I have to look for a girl with courage! She'll be as enthusiastic about flying as I am. I don't want anyone who'd be

always begging me to take up some nice safe occupation that will keep me on the ground!... Then, her other qualities—they just fall in line, don't they? If she likes flying, of course she'll

be likeable and **NATURAL** herself. She'll have a clear, soft skin that's nice even without make-up—and a smile that would melt ice off the wings in high altitudes!"

"What I'll look for in the Girl I Marry"

**Aviator agrees with 47
 other young bachelors on
 this one important point**

There's a fresh and natural charm that men admire... I've found *that* out. I asked fifty young bachelors to describe their ideal girl and *forty-eight* of them said they like a girl to look "natural." Of course, this doesn't mean we ought to throw our rouge and powder out the window. Indeed no! The clever ones among us know that if our skins are fine-textured, smooth, clear, we can use make-up and still look natural.

73 Famous Physicians Say . . .

To keep the fresh, natural charm of a healthy skin, let me suggest Camay-cleansing. Camay, the lovely fra-

grant toilet soap which women all over the country are praising, gives your skin a treatment approved by the only real authorities on skin-care. These authorities are physicians who possess the title of *dermatologist* because they have specialized in the care and treatment of the skin.

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Now here is an important fact—73 of these authorities, America's most eminent dermatologists, unanimously recommend soap and water as a necessary part of skin care *and give Camay the highest approval as a proper soap for even the most delicate complexions.* No other soap ever had such approval!

Many of you have discovered long before this that Camay is the perfect soap for your complexions—and you'll be highly pleased, I know, to learn that these eminent scientists agree with you.

To those of you who have not yet made this important complexion discovery, I want to make a very *personal* recommendation.

Try Camay-cleansing twice a day for a week. See if you don't notice a clearer tone, a fresher look—the "natural look" that men admire!

Helen Chase