

AFTER THE FIRST MEXICO CITY-NEW YORK NON-STOP FLIGHT—Amelia Earhart with her husband, George Palmer Putnam (right), and the Mexican consul (left) at New York.

20 PREE TOURS EUROPE JUST 3 CAKES OF PALMOLIVE .. the beauty soap made with soothing olive oil . . . are sure to bring you a lovelier, more alluring complexion AND THE SAME THREE CAKES MAY WIN YOU ONE OF THESE THRILLING TOURS! WIN A LOVELY COMPLEXION AND A GLORIOUS VACATION IN EUROPE!

20 lucky winners sail July 31 on world's largest ship FRENCH LINE'S "S. S. NORMANDIE" 34 glorious days in 7 European countries ... All expenses paid and \$300 "pocket money" for every winner.

(1,000 ADDITIONAL PRIZES!)

Was there ever a contest so velous improvement you'll see! exciting . . . yet so easy!

Here's all you do! Just write us a short, simple letter (accompanied by black bands from 3 cakes of Palmolive) . . . telling "Why I use and prefer Palmolive Soap." (See contest rules for details.)

Your letter may easily win one of these wonderful tours . . . and tain to bring you the allure of a and smooth! soft, smooth skin!

day. Try this fine beauty soap, made with soothing olive and palm oils . . . See how marvelously it cleanses...how gently but deeply its rich, velvety lather penetrates your pores, bringing out every clogging particle. Then watch your skin grow lovelier day by day . . . Long before the third cake is gone, what a mar-

Ask your Grocer or Druggist for complete contest details

\$1,000 CASH IN PLACE OF THE TOUR, IF PREFERRED

OLIVE OIL . . . ITS BEAUTY SECRET

Why does Palmolive do such wonders for your skin? Because Palmolive, unlike other soaps, is made from precious cosmetic oils ... a scientific blend of soothing olive and palm oils . . . used by lovely women since Cleopatra's the 3 cakes of Palmolive are cer- time to keep skin exquisitely soft

That is why Beauty Experts

Palmolive for daily complexion care." And that is why millions of women the world over use and prefer Palmolive Soap!

20 FIRST-PRIZE TOURS ... YOU MAY WIN ONE!

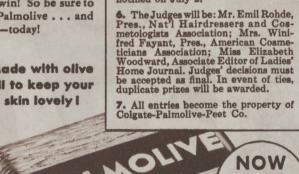
20 lucky winners sail July 31st on world's largest ship . . . French Line's palatial "S. S. Normandie" ... return September 2nd ... 34 glorious days, in 7 European countries . . . Paris, London, Rome, and six other Old World cities ... All expenses paid, and \$300 "pocket money" for every winner. Railroad fare to and from New York also paid. First class accommodations aboard ship and throughout the entire tour.

What a glorious, care-free vacation . . . And you have every chance in the world to win! So be sure to buy 3 cakes of Palmolive . . . and So get 3 cakes of Palmolive to- the world over say: "Use only write that letter-today!

A LETTER AS SIMPLE AS THIS CAN WINE

"I happen to have the kind of skin that is very easily irritated! That's why I use and prefer Palmolive Soap! For I know that Palmolive is made with olive oil, and olive oil is soothing, even to a baby's tender skin.

"Since I've been using Palmolive, my skin has been so much softer and smoother that my friends say I look like a different woman. I would not even try any other soap. Palmolive is my beauty soap for once and all!" Made with olive oil to keep your



NOW

CONTEST RULES!

(Clip and save for reference.)

1. Anyone is eligible to enter the con-

test (with the exception of employees of Colgate-Palmolive-Peet Co., their advertising agency, and families).

2. Write a letter of 100 words, or less, telling "Why I use and prefer Palmolive Soap." Print your full name and address, and name of dealer from

3. All letters will be judged on their clearness, sincerity and interest. Literary ability is of no value. Just write as if you were writing to a friend. Simple, easy-to-write letters will win the prizes! (You may submit as many letters as you wish).

4. Each letter you submit must be accompanied by the black bands from three cakes of Palmolive Soap (or reasonably accurate copies). Mail to Colgate-Palmolive-Peet Co., Dept. N-9, Jersey City, New Jersey.

5. Contest closes June 15, 1935. All letters must be in the mail before midnight of that date. Winners will be notified on July 2.

whom you bought Palmolive Soap.

PALMOLIVE

THE BRITISH EARHART-Jean Batten of New Zealand arriving at Croydon airport, England,

from Australia.





PARIS MILLINERY produces a rush of lace to the head. The hat and collar, of white cotton Richelieu lace, are from

Lilliane Callet. (Photo by Dorvyne, Paris)

PALMOLIVE IS THE LARGEST SELLING BEAUTY SOAP IN THE WORLD!