



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.

(Tribune photo.)



THE BRITISH EARHART—Jean Batten of New Zealand arriving at Croydon airport, England, from Australia.

(Acme photo.)

# 20 FREE TOURS OF 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!**

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

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 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 the 3 cakes of Palmolive are certain to bring you the allure of a soft, smooth skin!

So get 3 cakes of Palmolive today. 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 marvelous improvement you'll see!

★  
Ask your Grocer or Druggist for complete contest details

velous improvement you'll see!

#### 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 time to keep skin exquisitely soft and smooth!

That is why Beauty Experts and the world over say: "Use only

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 write that letter—today!

#### A LETTER AS SIMPLE AS THIS CAN WIN!

"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 skin lovely!



#### CONTEST RULES!

(Clip and save for reference.)

1. Anyone is eligible to enter the contest (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 whom you bought Palmolive Soap.

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.

6. The Judges will be: Mr. Emil Rohde, Pres., Nat'l Hairdressers and Cosmetologists Association; Mrs. Winifred Fayant, Pres., American Cosmetics Association; Miss Elizabeth Woodward, Associate Editor of Ladies' Home Journal. Judges' decisions must be accepted as final. In event of ties, duplicate prizes will be awarded.

7. All entries become the property of Colgate-Palmolive-Peet Co.



PIANO PRACTICE.

(As done by Bobby Lacey of Wheaton.)

**BEWARE UNKNOWN CORN CURES!**  
Blue-Jay is safe, sure, quick, easy to use



**BLUE-JAY**  
BAUER & BLACK SCIENTIFIC CORN PLASTER

25¢ at all drug stores. Special sizes for bunions and calluses. Buy a box today.

#### FREE BOOKLET

"For Better Feet" — contains helpful information for foot sufferers. Also valuable foot exercises. Address Bauer & Black, 2500 South Dearborn St., Chicago. (Past this coupon on a government post card will save postage.) MG-5/26

Name \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_



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 Dorvyn, Paris.)

PALMOLIVE IS THE LARGEST SELLING BEAUTY SOAP IN THE WORLD!