Only 22

But "On The Shelf"

Because of "Middle-Age" Skin!

Palmolive Corrects "Middle-Age" Skin!

"Palmolive is made with Olive Oil, a real beauty food. And Olive Oil makes Palmolive's lather gentler, more soothing... gives it a special protective quality all its own. Thus Palmolive does more than just cleanse. It protects your skin against the loss of those precious natural oils which feed and nourish it... That's why Palmolive keeps your complexion soft, smooth and young!"

Paul of Fifth Ave.

Paul Explains Why Palmolive Corrects "Middle-Age" Skin!

Now No More Lonely Evenings... Thanks to Palmolive!

Why Palmolive, Made with Gentle Olive Oil, Makes Your Complexion Soft, Smooth, Young Again!

If your complexion beginning to look the least bit dry, dull, course-looking? These are the first signs of "Middle-Age" Skin—the heart-break-ing condition which adds years to even a young girl's appearance.

Thousands of beauty experts advise the regular use of Palmolive Soap because it is made with a priceless beauty aid—Olive Oil. That's why its lather is really different—rich, soothing, penetrating. Palmolive gently cleanses the pores of dirt and cosmetics, and at the same time, softens, freshens and stimulates the skin—helping to restore attractive, natural color.

Palmolive, the pure beauty soap made with soothing Olive and Palm Oils, was chosen by Dr. Dufour for exclusive use on the tender skin of the famous little Dionne Quintuplets.

Why not start right away to give your skin the beauty benefits of Palmolive? See how Palmolive's gentle, soothing, different lather helps to make your complexion lovelier, younger-looking!

Chosen Exclusively for the Dionne Quinns!!

What a beauty lesson there is for you in the fact that Dr. Dufour chose Palmolive exclusively for the Dionne Quints! If this fine beauty soap made with gentle Olive Oil is safest and gentliest for their tender skin, don't you think it must be safest for your complexion, too?

Palmolive

Made with Gentle Olive Oil to Keep Complexions Young and Lovely