



BEACH WEAR ON A CALIFORNIA SHORE—Five movie beauties race along the strand: Lilyan Porter, Barbara Brewster, Marjorie Weaver, Gloria Brewster, Lynn Bari.

INTERNATIONAL MODES



Acme photo  
A PARISIAN BATHING FASHION designed by Maggy Rouff has a swim suit striped in navy and white, topped by a beach coat of white jersey.



Photo from The Chicago Tribune's London bureau  
A FASHION FROM INDIA adds exoticism to the customary English style show at the Ascot races.

Only 22  
BUT "ON THE SHELF"



BECAUSE OF "MIDDLE-AGE" SKIN!



I'LL BET YOU'D HAVE PLENTY OF DATES, IF YOU'D JUST DO SOMETHING ABOUT YOUR SKIN! WHY DON'T YOU SEE THAT BEAUTY EXPERT EVERYONE IS RAVING ABOUT?

SHE CONSULTS FAMOUS BEAUTY EXPERT, PAUL OF FIFTH AVENUE

YOUR COMPLEXION HAS THE SYMPTOMS OF WHAT I CALL "MIDDLE-AGE" SKIN! IT'S DRY AND LIFELESS, AND COARSE-TEXTURED. I SUGGEST THAT YOU CHANGE YOUR SOAP ... USE ONLY PALMOLIVE, BECAUSE ...



PAUL EXPLAINS WHY PALMOLIVE CORRECTS "MIDDLE-AGE" SKIN!

"Palmolive is made with Olive Oil, a real beauty aid. 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*

NOW NO MORE LONELY EVENINGS ... THANKS TO PALMOLIVE



WHY PALMOLIVE, MADE WITH GENTLE OLIVE OIL, MAKES YOUR COMPLEXION SOFT, SMOOTH, YOUNG AGAIN!

IS your complexion beginning to look the least bit dry, dull, coarse-looking? These are the first signs of "Middle-Age" Skin—the heart-breaking 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

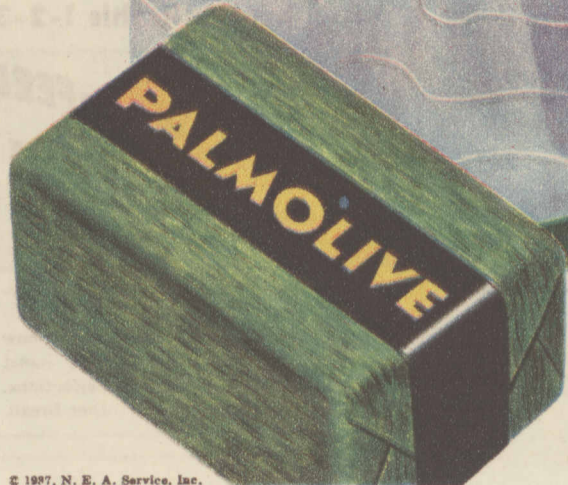
same time, softens, freshens and stimulates the skin—helping to restore attractive, natural color.

Palmolive, the pure beauty soap made with soothing Olive and Palm Oils, was chosen by Dr. Dafoe 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 QUINS!

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



MADE WITH GENTLE OLIVE OIL TO KEEP COMPLEXIONS YOUNG AND LOVELY