



A YOUNG GOLF PROFESSIONAL describes his ideal girl: "There'll be a light in her eyes, a swing to her walk — oh, she'll be an outdoor person! She'll be *natural* as a spring breeze; with a laugh that's like her complexion . . . genuine."



Available: 94 Masculine Hearts

When I interviewed 100 young men about the "right girl," they all admitted that they're looking for her. 94 of them added, "She must be *natural*."

When these men tried to describe natural charm, most of them started with "nice skin."

Of course a good complexion *is* important. And it isn't half as hard to keep—or to improve! —as you may sometimes think.

Camay has won the enthusiastic approval of 73 dermatologists for its effect on delicate, sensitive skins. Many of these eminent doctors—advocates of soap-and-water cleansing, every one of them!—prescribe Camay for their own patients.

Do try Camay. Feel its satin smoothness. Have you ever seen such luxurious velvet lather

—ever found such a haunting fragrance?

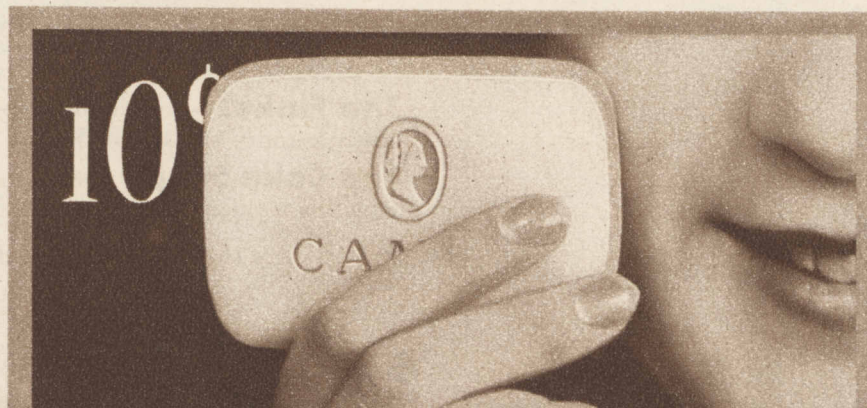
Camay leaves your skin as men would have it—fresh, glowing, *natural*!

Helen Chase

73 DOCTORS APPROVE CAMAY

Do you want the fresh natural skin that men admire? Then take the advice of the only real complexion experts. 73 of America's leading dermatologists—doctors whose business it is to know what complexions need for health and beauty—enthusiastically approve Camay as a gentle soap for the most sensitive skin. No other soap has such medical approval!

CAMAY
COMPLEXION SOAP • 10¢



for the fresh **NATURAL** skin men admire