

DOCTORS PROVE 2 out of 3 women can have Lovelier Skin* in 14 Days!

14-DAY PALMOLIVE PLAN TESTED BY 36 DOCTORS ON 1285 WOMEN WITH ALL TYPES OF SKIN!



"My complexion had lost its soft, smooth look," says Mrs. Edmund Hallowell of Philadelphia. "So I said 'yes' when I was invited to try the new 14-Day Palmolive Plan—along with 1284 other women of all ages—from fifteen to fifty! My group reported to a leading Philadelphia skin specialist. Some of us had dry skins; some oily; some average. After a careful examination, we were given the plan to use at home for 14 days."



"Here's the Palmolive Plan: I washed my face 3 times a day with Palmolive Soap. Then—each time—for a full 60 seconds—massaged onto my skin Palmolive's lovely soft lather, as you would a cream. Then rinsed. This cleansing massage brought my skin the full, beautifying effect of Palmolive's lather. After 14 days, my doctor agreed my complexion was brighter, fresher, smoother. You must try this wonderful 14-Day Palmolive Plan for your skin!"

YOU, TOO, may look for these skin improvements in only 14 Days!

* LESS OILY CLEARER!

"My skin became less oily," Esther McTighe, Cambridge, Mass., reports. Excessive oiliness often leaves skin blotchy-looking—robs it of that clear, lovely look. The 14-Day Palmolive Plan brought actual definite gains to 89% of 367 women who had oily skin. See if it won't help your skin become less oily—clearer.

* LESS COARSE-LOOKING SMOOTHER!

"Skin less coarse-looking in 14 days!" says Dorothy Seidman of Chicago, Ill. The 36 doctors reported almost two-thirds of all the women tested had smoother—actually finer looking skin. Reason enough for every woman who longs for a younger looking complexion to start the Palmolive Plan today!

* FEWER TINY BLEMISHES!

Tiny blemishes—incipient blackheads, often caused by improper cleansing, respond in most cases to the 14-Day Palmolive Plan. "My skin improved a lot," says Betty Gordon of New Orleans, La. The doctors found finer looking, clearer skins in over half the cases tested. See what Palmolive can do for you!

* FRESHER, BRIGHTER COLOR!

"Skin fresher, actually less sallow!" says Mae McCormick of San Francisco, after testing the 14-Day Palmolive Plan. The 36 examining doctors report this same important improvement for 2 skins out of 3 among the 1285 women. See if this Plan won't bring you fresher skin—and in only 14 days!

DOCTORS PROVE PALMOLIVE'S BEAUTY RESULTS!



NOW!...Palmolive comes in a New, Big Bath Size, too!

Try it—for tub or shower. It's solid. Thrifty. Long lasting. And how a man enjoys its rich, generous lather!

