

# DOCTORS PROVE the Palmolive Plan brings 2 out of 3 Women LOVELIER SKIN IN 14 DAYS!



*You, too,  
may look for  
these  
skin improvements  
in only 14 days!*



**Yes! Regardless of your age . . . type of skin, or what beauty care you've used before!**

If you want a complexion the envy of every woman—the admiration of every man—start the 14-Day Palmolive Plan tonight!

Remember! Thirty-six doctors—leading skin specialists—tested the Palmolive Plan on 1285 women of all ages—from fifteen to fifty—with all types of skin. Dry! Oily! Normal! Young! Older! And 2 out of 3 of these women got noticeable complexion improvement in just 14 days!

Reason enough for every woman to start this new Beauty Plan with Palmolive Soap!

- Younger looking . . .
- Less Oily . . . . .
- Smoother . . . . .
- Less Coarse-looking . . . . .
- Fewer Tiny Blemishes—
- Less Incipient Blackheads . . . . .
- Fresher . . . . .
- Brighter, Clearer Color . . . . .



**DOCTORS PROVE PALMOLIVE'S BEAUTY RESULTS!**

*P.S. For Tub...For Shower...Get the New, Big, Thrifty Bath Size Palmolive!*

**Great NEW Colgate-Palmolive-Peet product cleans cleaner, faster than soap... is Milder to hands!**

# VEL\* cuts dishwashing time in half!

*Dishes, glassware gleam without wiping!*



**Stockings stay sheerer-looking...lovelier!**

Vel beats the finest soap flakes at keeping stockings lovelier longer. Vel leaves no soap scum to coarsen stocking threads. Delicate washable colors stay bright up to ten times as long because Vel leaves no color-clouding soap scum.

**YOU'LL** get the shiniest, brightest glassware and dishes you've ever had . . . by just washing with Vel, then rinsing. No wiping! Vel leaves no soap scum or streaky film to polish away.

Pots and pans get shiny clean with less work because Vel cuts grease faster, more completely than soap. Leaves no dishpan ring. The dishwasher never feels greasy . . . is much pleasanter for your hands! Vel cleans dishes cleaner than soap . . . Saves up to half your dishwashing time!

**Milder to hands than any leading product made for washing dishes, fine fabrics!**

Actual skin tests made by an independent laboratory—name on request—prove Vel milder to hands than any other leading product made for washing dishes and fine fabrics.

\* Vel is the trade-mark of the Colgate-Palmolive-Peet Co.

**Marvelous for DISHES STOCKINGS LINGERIE WOOLENS**  
Instant SUDS in hardest, coldest water!

