



1. Cuando más duro trabaja una mujer más guapa está

Most men ask
 "Is she pretty?"
 not "Is she clever?"

Freshness, Charm—the Estimation of a Skin More Precious than Personality or Cleverness—do you seek it? Then for One Week Follow this Simple Beauty Method which is Bringing it to Thousands



Others we marvel at her—the girl whose only asset is her beauty. She knows so little and sets so little, yet surely attracts every one to her side. This often her clever rival sits in a corner, alone.

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Beauty or beauty?—but why choose? Choose beauty with cleanness, charm with wisdom. Devoting your beauty to bring out the sweetness of your personality. That's what thousands of girls have done—and found new happiness as a result.

The reason is simple. Have a pretty skin—smooth, rosy, & snowy. Careful beauty treatments are unnecessary—just daily use of palm and olive oil as embodied in Palmolive.

It is worth waiting for this claim, thousands have, the claim, fresh skin you want—do this one week, then note the change.

Use powder and soap if you wish. But never leave them on your night. They clog the pores, if not using them. Blackheads and pimples often follow. They must be washed away.

Wash your face with evening Palmolive. Then massage with it over the skin. Rub thoroughly. Then repeat both washing and rubbing. Apply a touch of cold cream—that's all. Do this regularly, and particularly at the evening.

The world's most simple beauty treatment

That, in a simple manner, reflects since the days of Cleopatra have found beauty, charm and youth prolonged.

Naturalness is as necessary. Just remove the day's accumulations of dirt and oil and perspiration, cleanse the pores, and Nature will be kind to you. Your skin will be of fine texture. Your make-up will be good. Wrinkles will not be your problem as the year's advance.

And the results

Do not use ordinary soaps in the treatment given above. Do not slick any green soap, represented as made of palm and olive oils, is the same as Palmolive. Palmolive is a true emulsion in soap form.

And it costs but for the cost!—so little that millions of it do for their bodies what it does for their faces. Often a cake today. Then note what an amazing difference one week makes.

Palm and olive oils making stronger women's skin color in Palmolive Soap.

Palm and olive oils the quality for only 10c



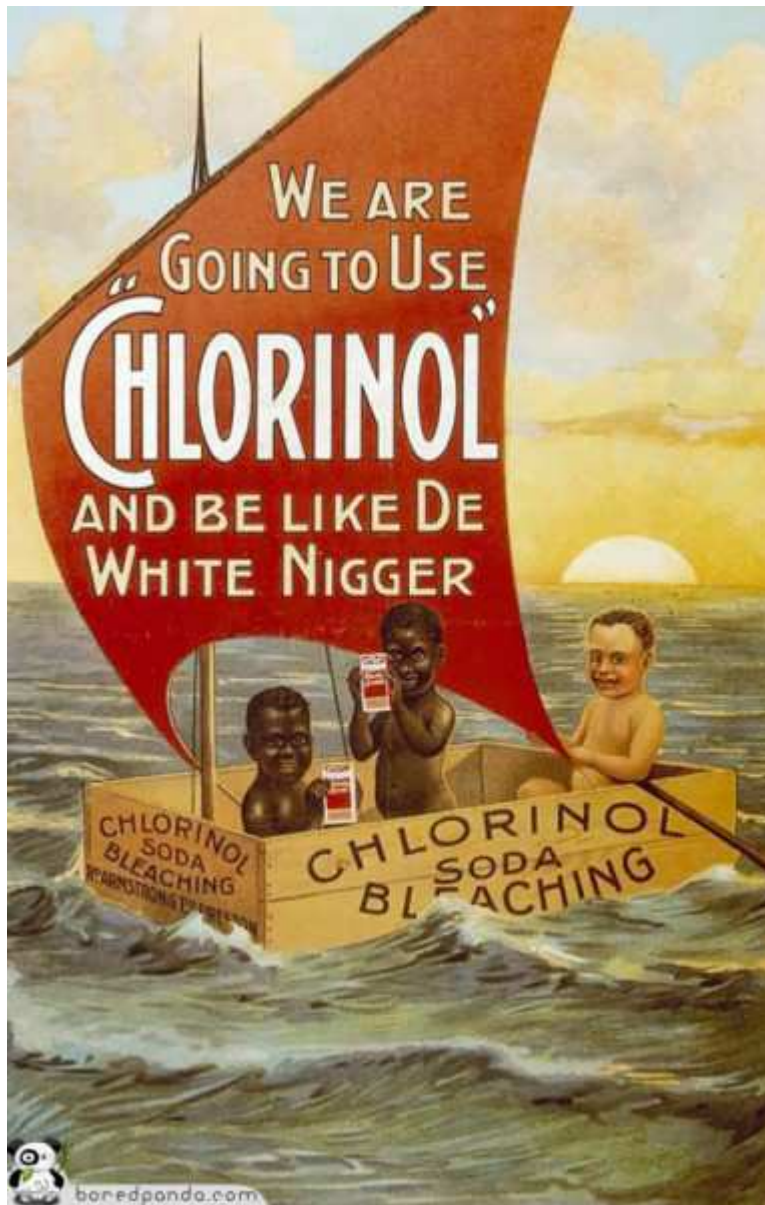
Read carefully the name and wrapper. Palmolive Soap is never sold unbranded.

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2. Los hombres preguntan “¿es guapa?”, no “¿es inteligente?”



3. ¿Tu mamá no te lava con jabón Fairy?



Vamos a usar "Chlorinol" y ser como el negro blanco



6. Manténla en el lugar que le pertenece



8. Muéstrale que es un mundo de hombres



9. El chef lo hace todo menos cocinar, ¿para eso están las mujeres!

Watch "Millions of Babies" for exciting information on the 7-Up TV advertisement.

Why we have the youngest customers in the business

This young man is 11 months old—and he isn't our youngest customer by any means.

For 7-Up is so pure, so wholesome, you can even give it to babies and feel good about it. Look at the back of a 7-Up bottle. Notice that all our ingredients are listed. (That isn't required of soft drinks, you know—but we're proud to do it and we think you're pleased that we do.)

By the way, Mom, when it comes to babies—if they like to be creamed to drink their milk, try this: Add 7-Up to the milk in equal parts, pouring the 7-Up gently into the milk. It's a wholesome combination—and it works! Make 7-Up your family drink. You like it... it loves you!

Brand information: 7up.com

Nothing does it like Seven-Up!

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10. Tenemos a los clientes más jóvenes del negocio

For a better start in life
start **COLA** earlier!



How soon is too soon?

Not soon enough. Laboratory tests over the last few years have proven that babies who start drinking soda during that early formative period have a much higher chance of gaining acceptance and "fitting in" during those awkward pre-teen and teen years. So, do yourself a favor. Do your child a favor. Start them on a strict regimen of sodas and other sugary carbonated beverages right now, for a lifetime of guaranteed happiness.

The Soda Pop Board of America
1515 W. Hart Ave. - Chicago, ILL.

- Promotes Active Lifestyle!
- Boosts Personality!
- Gives body essential sugars!

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11. Para empezar mejor en la vida, empieza Cola antes

men are better than women! Indoors, women are useful—even pleasant. On a mountain they are something of a drag. So don't go hauling them up a cliff just to show off your Drummond climbing sweaters. No need to. These pullovers look great anywhere. On the level! Entirely hand-fashioned of the purest, warmest worsted in a bold, clear shaker stitch. Genuine bone buttons. Sizes: S-M-L-XL. Left, Joring, low button pullover with harness shawl collar that closes up to neck. Set-in pocket. They come no liner! In brass, white, olive, gray, \$25. Right, Norfolk. An entirely new approach to sweater-making. Belled—attention getting—quite magnificent. In brass, olive, black, \$25.

DRUMMOND
Sweaters

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SOLE IMPORTERS: THE SWEATER SHOP, 1000 BROADWAY, N. Y. C.

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13. ¡Los hombres son mejores que las mujeres!

If your husband ever finds out you're not "store-testing" for fresher coffee...

...if he discovers you're
still taking chances
on getting flat, stale coffee
... woe be unto you!

For today
there's a sure
and certain way
to test for freshness
before you buy



boredpanda.com

14. Si tu marido algún día se da cuenta que no pruebas en la tienda el café más fresco

Blow in her face and she'll follow you anywhere.

Hit her with tangy Tipalet Cherry. Or rich, grape-y Tipalet Burgundy. Or luscious Tipalet Blueberry. It's Wild! Tipalet. It's new. Different. Delicious in taste and in aroma. A puff in her direction and she'll follow you, anywhere. Oh yes...you get smoking satisfaction without inhaling smoke.

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Smokers of America, do yourself a flavor. Make your next cigarette a **Tipalet®**.

New from Muriel. About 5 for 25€.

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17. Sóplale en la cara y te seguirá a cualquier parte

It's nice to have a girl around the house.

Though she was a tiger lady, our hero didn't have to fire a shot to floor her. After one look at his **Mr. Leggs** slacks, she was ready to have him walk all over her. That noble styling sure soothes the savage heart! If you'd like your own doll to

doit carpeting, hunt up a pair of these ha-mur **Mr. Leggs** slacks. Such as our new automatic wash-wear blend of 65% "Dacron"™ and 35% rayon—incomparably wrinkle-resistant. About \$12.99 at plush-carpeted stores.

Dacron™ for Fall!

Mr. Leggs

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HOBBS COMPANY, 1270 Avenue of the Americas, New York 10, N. Y.

19. Está bien tener una chica por casa

**Is it always illegal
TO KILL A WOMAN?**

For six weeks I bend the ears of the home office to get a postage meter. I wish... Then the only good, fast, dependable, honest-to-God stenographer I got, this redhead Mortisey—holds a postage meter!

"I have no mechanical aptitude, Machines run me up, kind of," she says. As if we asked her to be a P.O., I almost blow my top.

This postage meter, I explain, is modern, more efficient, a time saver... No more adhesive stamps. No stamp box, and who's got the key? No running out of the stamps you need. No screwing. No stamp soaking. Just set the lever for any kind of stamp you want, for any kind of mail, and the meter prints the stamp right on the envelope with a dated postmark—and it seals the flap at the same time. Faster than mailing by hand. Prints stamps on tape for parcel post. Will handle anything we have to read out of this office. Even keeps its own records!

And metered mail doesn't have to be postmarked and cancelled in the postoffice, gets going earlier. It is practically heaven's gift to the working girl... and so on. But with the Mortisey, no soap.

I try diplomacy. "Miss Mortisey, I want you personally to try it for two weeks. If you don't like it then—back it goes to the factory! I depend on your judgment implicitly. Okay?"... She acts like an early Christian about to be hunch for a lion, but gives in.

So help me—two weeks later she has a big pink bow on the handle of the postage meter—like it was an orchid or something. I give it the gasp.

"Kinda cute, ain't it," says Miss Mortisey. "But a very efficient machine, Mr. Jones. Now the mail is out early enough so I get to the girls' room in time to hear all of the dirt"... I wonder is it always illegal to kill a woman!

We are always learning some new advantages of the postage meter. If you'd like to learn what one could do for your office, call the nearest Pitney-Bowes office. Or write for an illustrated booklet.

PITNEY-BOWES Postage Meter
 PITNEY-BOWES, Inc., 1125 Pacific Street, Stamford, Conn. 06904
 Mail. Largest makers of mailing machines. Branches in 43 cities in the United States.

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25. ¿Es siempre ilegal matar a una mujer?