

DON'T BE PALEFACED

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Only Coppertone gives you a special combination of lanolin, to help keep skin soft . . . cocoa butter to encourage a smooth, beautiful tan . . . and homomenthyl salicylate, the magic ingredient that screens out harmful burning sun rays.

*P.S.* For babies and extra-sensitive skin—new Coppertone Shade!

DON'T BE A PALEFACE!



NEO CAMPARI

# TAN... don't burn... use COPPERTONE

Get a faster, deeper tan plus **GUARANTEED** sunburn protection!



*Sunbalanced Screening* does it! With Coppertone, you get a faster, smoother, deeper tan, with maximum sunburn protection—than with any other leading product! That's because Coppertone's special screening agent, homomenthyl salicylate, lets in the ultraviolet tanning rays that activate coloring matter deep within your skin... as it shuts out rays that burn and coarsen your skin.

*Conditions Skin, too!* The extra lanolin and other protectives in Coppertone keep it on the skin longer, protect you even after swimming. Coppertone prevents ugly drying and peeling, too.

*America's Favorite!* Originated in sunny Florida, Coppertone now far outsells all other suntan products. Use it whenever you're out in the sun—at beach, pool, fishing, or right in your own backyard. Available in Lotion, Oil, Cream, Spray, and new Coppertone Shade for children and those with sensitive skin. Also Noskote. Get a rich, long-lasting Coppertone tan! Get Coppertone in large size to save most.



Also available in Canada  
Another quality product  
of P. D. Colgate, Inc.



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**COPPERTONE**

**COPPERTONE SUNTAN PRODUCTS**

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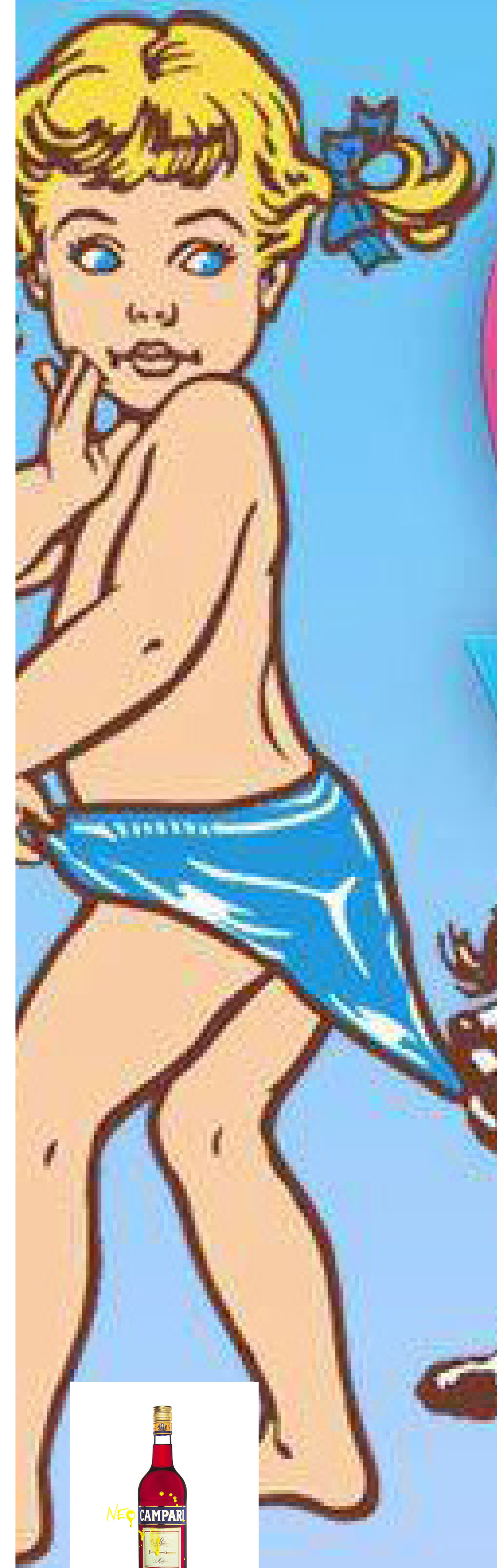
*Greetings from*  
**MIAMI BEACH**



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**Little Miss  
Coppertone**

**CONTEST**



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