HE young visitors to A Century of Progress Exposition, Robert and Peggy, enjoyed their boat ride to the World’s Fair, to Navy Pier, and down the smooth expanse of the gray-green Chicago river almost as much as they did at the Enchanted Island. The Chicago river, as grown-ups know, is perhaps the only river in the world that flows backwards, its current having been reversed a long time ago by engineers to provide proper drainage for the growing city. The children saw great passenger steamships and huge drawbridges that open like giant knives, and visited marvelous Waslen drive, a wide two-level thoroughfare. They learned how the river recently had become a vital link in an ocean-to-ocean waterway project. Robert and Peggy were fascinated by their view of the World’s Fair from the decks of the excursion boat and were delighted with their visit to Navy Pier, a mammoth structure of steel and brick extending out into Lake Michigan a distance of more than a half mile.

HE WENT AND TOLD HIS MOTHER

HELLO, TEDDY, WANT ONE OF MY ROSES?
I’LL GIVE IT TO MY MUMMY CAUSE SHE’S FEELING SORT OF BLUE TODAY

NEXT DAY
THE LITTLE FELLOW MADE ME FEEL GUILTY, HERE I AM, LIVING RIGHT NEXT DOOR TO HER AND I HAVEN'T BEEN VERY NEIGHBORLY
NOR I, EITHER! BUT WE'LL ALL LIKE HER IF ONLY SHE WOULDN'T CAREERS ABOUT "B.O."

MUMMY, WHAT'S "B.O.?"
MRS. ALLEN NEXT DOOR SAYS YOU.......

"B.O." CAN THAT BE WHY FOLKS ARE SO DISTANT WITH ME? I'LL GET SOME LIFEBOY AT ONCE

A WEEK LATER
SAY, MUMMY, I LIKE LIFEBOY SO MUCH BETTER THAN THAT STINGY-LATHER SOAP WE USED TO HAVE, AND DOESN'T IT SMELL CLEAN!
IT CERTAINLY DOES, TEDDY, AND IT MAKES YOU FEEL EXTRA CLEAN. WE'LL ALWAYS USE LIFEBOY NOOW!

"B.O." GONE... she's 'one of them' now!
IT'S SO RAINY WE'RE GOING TO THE MOVIES, WON'T YOU AND TEDDY COME?
WE'D LOVE TO, IT'S SUCH FUN SOME PLACES WITH YOU FOLKS

SURELY YOUR SKIN IS MUCH CLEARER NOW!
IT CERTAINLY IS SINCE I STARTED USING LIFEBOY

THAT'S the splendid thing about Lifeboy. It’s not only greases you against "B.O." (body odor)... but it’s also the finest complexion soap you can get.

In fact, it is pure and binds the most delicate complections together. It cleanses gently, yet thoroughly, and brings your complexion to a smooth, clear skin. Never any greasiness, never any unpleasant odors. It is pleasant, regenerates your skin, never leaves you lean or stiff.
Lifeguard leaves you cleaner, safer!