## e (en go wild, simply wild, over me.



I'm not a bold bad baby who rolls her eyes. But men simply love to play around with me. Every time they get a chance they tickle my chin or tenderly stroke my cheeks!

All this has got me thinking that they like girls with complexion allure.

Now what I'd like to know is—what's the difference between complexion and skin? Grown-up ladies say what's above the neck line is complexion. Now, really, I wasn't born yesterday. I know that my skin is the same all over me—and it simply feels grand after an Ivory bath!

I guess mother's come over to my way of thinking. She doesn't fuss over her face the way she used to do. She washes her face good and clean with my cake of Ivory Soap. I guess she realizes that a soap that's nice to my sensitive skin is just bound to be the best beauty treatment for her pretty face.

And she's getting my complexion allure...I've noticed lately that father is cheeking with her, too!



## IVORY SOAP

KIND TO EVERYTHING IT TOUCHES . 9944/100 % PURE

YOURS for Guest Ivory Wrapper! You can have a picture of this Ivory baby in color, suitable for framing. Mail coupon together with a wrapper from a cake of Guest Ivory to Procter & Gamble, Department VCT-22, Box 1801, Cincinnati, Ohio.

Name	 
City	 State