

Come into a beauty conference with 10,000,000 babies

they will give you complexion advice - free!



We've persuaded a few of America's youngest bathing beauties to pose on this page for you — without pay!

Perhaps you think it would be difficult for them to take grown-up problems seriously — especially complexions! Yet really they are among the most eminent living authorities on this very subject. All rosy and smooth and contented from their morning baths, they gurgle and squirm and kick. They display their whole and perfect complexions to any and all beholders. But this is *not* mere vanity. This is their way of saying a very simple truth —

"Ivory soap-and-water is a perfect beauty treatment for very sensitive skins."

And you'll find that doctors everywhere know this simple truth, too. They prescribe Ivory Soap for sensitive grown-up complexions just as confidently as they recommend it for the care of peach-blossom babies. And this is their whole reason, packed in one sentence —



"Only washing with a pure soap and water really cleanses the pores."

Naturally, they advise Ivory Soap because they know it is *pure*.

So, while you're doing all the other things that make for skin-beauty (such as drinking lots of water, taking brisk outdoor exercise and sleeping eight full hours each night) don't forget that a daily thorough cleansing is every bit as important! Every night, let

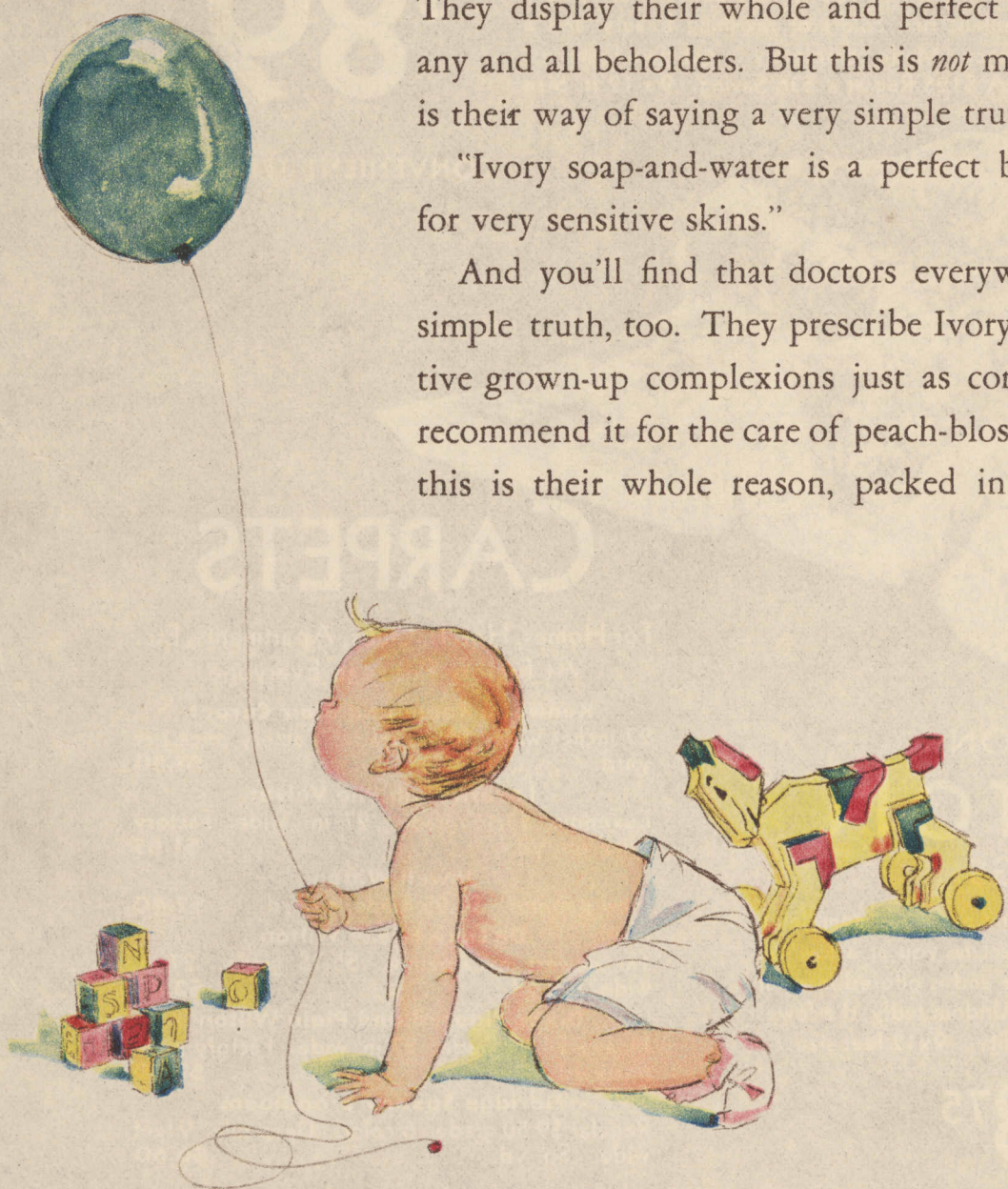
Ivory's pure cloud-like foam clear away every trace of powder and rouge that tends to clog the pores.

Then, when your face feels so fresh and smooth and silken, you'll know why Ivory keeps ten million babies from having a single complexion worry!

Free — A little book on charm. What kind of care for different skins? For hair, hands, figures? The "why" of wrinkles. Send a post card for "On the Art of Being Charming," to Catherine Carr Lewis, Dept. 56-L21, Box 1801, Cincinnati, Ohio.



DOROTHY HOPE SMITH



IVORY SOAP

- kind to everything it touches -

99 44/100% PURE * IT FLOATS

