

She buys clothes in over 300 New York shops!

Ivory Flakes is pure Ivory Soap, so you can be sure that it is safe for your finest things.



DID you ever think that one woman could have 300 charge accounts just to buy clothes? In New York, there is a brisk, bright-eyed lady who has. She spends her days in buying clothes in hundreds of shops. If, early some morning, you could go into her charming little apartment in New York's smartest shopping district, you would find her answering telegrams and telephone calls from young brides, from busy mothers with debutante daughters, from travelers about to sail around the world—all with one plea: "Help us buy clothes."

For that is her business—helping women buy clothes. She knows just the right shops for whatever one wishes—whether it be sets and sets of trousseau crepe de chine, or a wispy, woolly sweater for golf at Pinehurst.

In the smartest shops, she says, salespeople advise Ivory for the finer silks and woolens

Knowing her to be an authority on clothes we asked her about cleansing the lovely things she buys. And she said, "In practically every shop where I buy, salespeople recommend Ivory for cleansing delicate silks and woolens.

"Just this morning, for instance, I bought a silk sport dress at . . .", naming an exclusive specialty shop,—"The material was a new one they had imported—a silk with a texture almost like tweed. When I asked the saleswoman whether it would wash, she said, 'Indeed it will. If you use Ivory suds, it will look just as it does now—color and texture, too.'"

A soap safe for your face

In answer to more of our questions, she said that salespeople have this confidence in Ivory because it is so pure and mild—

really a face-soap. It will not fade colors, it will not yellow silk, it will not shrink wool or the wide-meshed laces in use today.

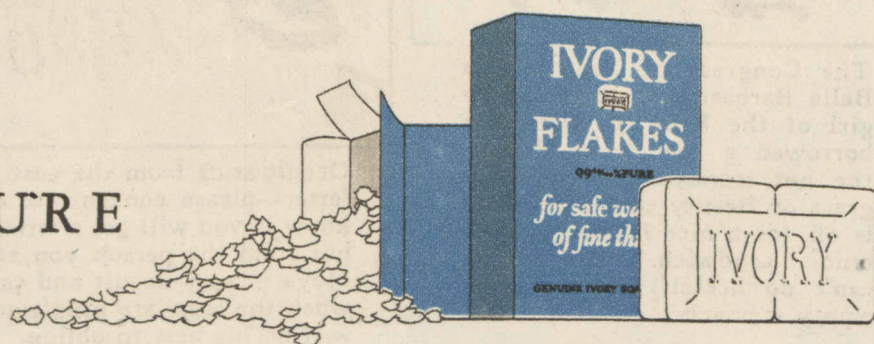
This experienced shopper confirms the evidence that comes in from smart shops all over the country. Salespeople in the leading stores in 25 of the country's largest cities advise Ivory for all kinds of delicate silks and woolens. "Ivory is safe," they say. You use Ivory on your face—it protects your sensitive complexion—so naturally, it is safe for any fabric or color that can stand the touch of water alone.

PROCTER & GAMBLE

FREE: a little book, answering such questions as: "Can it be washed? Will it shrink? How can I whiten yellowed silk and wool? How can I cleanse sweaters, georgette?" etc. Write for "Thistledown Treasures—their selection and care" to: Winifred S. Carter, Dept. 60-1-30, P. O. Box 1801, Cincinnati, Ohio.

IVORY IS KIND TO EVERYTHING IT TOUCHES

99 $\frac{44}{100}$ % PURE



IT FLOATS

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All over the country sales people in the smartest shops advise Ivory for delicate silks and woolens.