



"All's well that ends well"

"Sally! The most terrible thing has happened! That new beaded georgette of mine—the blue one I was going to wear to the dance tomorrow night—it's absolutely ruined. The rain must have leaked through the suitcase on it or something. What shall I do?"

"Don't worry, Julie, we can wash it in plenty of time."

"You wouldn't think of washing it!"

"With Ivory? Surely I would. I have always cleaned my georgettes that way. Come along, we can do it before tea."

And now at the dance, Julie is radiant. "Sally," she stage-whispers across Tom's shoulder, "isn't it perfectly enchanting?"

To guard your complexion learn these important facts



*Bobby
joins the ladies*

"Isn't Bobby perfectly sweet!" exclaims Sally Verity in an admiring whisper to her mother.

"Don't!" cautions Mrs. Jollyco. "Don't let your brother hear you use such language. He's vain enough as it is. He already bathes twice a day and wears eight shirts a week. I simply can't keep enough Ivory Soap in the house any more."

"Well," says Bobby, who has heard none of this, "I guess I'll drift. Got a date up the Drive."

The skin of your face is full of tiny pores which throw off moisture and impurities. Your face has also a multitude of what scientists call sebaceous glands. These glands supply natural oils—without these oils the skin would be drawn and rough.

So it is easy to understand that mistreatment of your skin or the use of unsuitable soap may fill up the pores or dry up the glands. Then these little organs will cease to work properly and your skin will lose its clearness and smoothness.

In order to remove dirt from pores and the skin surface, soap is necessary. The dirt that accumulates there combines with the oils and cannot be completely removed by any

other method than soap-and-water washing.

Only physicians know how many skin troubles come from too much massage; over-manipulation, improper cleansing methods; or the use of unsuitable soap.

Medical authorities say: "Wash *sensibly* with pure, mild soap. Then healthful, refreshing cleanliness will result." Ivory Soap cleanses thoroughly without needing to be rubbed in, yet it also cleanses *gently* without robbing the skin of its natural oil.

Daily washing with Ivory Soap and warm water, followed by a dash of cold water and a little pure cold cream, if you like, is the very best cleansing treatment for your skin.

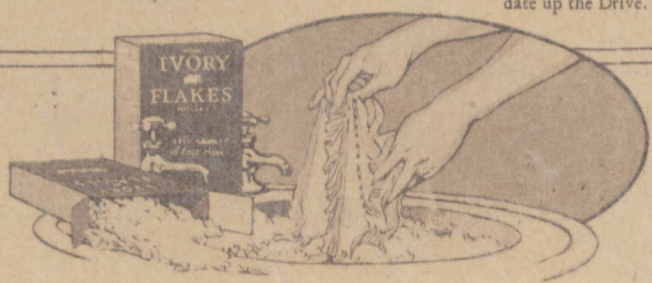
PROCTER & GAMBLE

IVORY SOAP

99 1/2% Pure & IT FLOATS



Guest IVORY the dainty new form of IVORY SOAP



Ivory Flakes meets this important safety test:

Before you trust your costly fine fabrics to any soap in any form, a doubt naturally comes up in your mind.

"Is this soap really safe?"

Ask yourself: "Would I be willing to use this soap on my face?"

A soap which is too strong for your face is naturally too strong for your delicate and costly garments.

Ivory Flakes is simply Ivory Soap in flake form. Of course it fully meets this important safety test. For Ivory Soap, pure, mild, gentle, white—has protected the faces and hands of millions of women since 1879.

Ivory Flakes offers you a real margin of safety for cleansing the very *finest* garments you own. Many women wash all their clothes and dishes with Ivory or Ivory Flakes, thus saving their hands and preventing redness and roughness.