"All's well that ends well"

"I'm the most terrific thing you've seen!"

"That's pretty good!"

"I thought you were going to wear a dress tomorrow night."

"I'm going to wear a dress too."

"You shouldn't think of washing it!"

"With everything I have, I can always clean it."

"You can do it, Mrs. Joels."

"And now to the dance. I'm ready."

"I'll dance with you once you're done."

To guard your complexion

**learn these important facts**

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—but without these oils the skin would be dry 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.

**IVORY SOAP**

99% Pure & It Floats

Guaranteed, the densest, purest form of Ivory.—Procter & Gamble

Ivory Flakes meet this important safety test:

When 300 flake bars are dropped into a bucket of soapy water, a bucket normally comes up to the level of the water. Illegitimate Ivory Flakes are lower in quality. Soapy bars that do not come up to the level of the water are not genuine Ivory Flakes of the highest quality. Each flake should have a smooth, clean-cut edge, with no foamy residue. This test is the best way to make sure of getting good Ivory Flakes. They are made to last as long as other soaps, and can do a thorough job of cleaning the very finest garments from fine to coarse. Ivory Flakes are also an economical way to keep your flaps and glasses free of dirt and grease. Try Ivory Flakes—they're superior, saving your hands and preserving your clothes and furnishings.