

A girl can't be *too* careful ~

Now that I'm ten months old, I've decided that a girl can't start too young with the *right* beauty treatment.

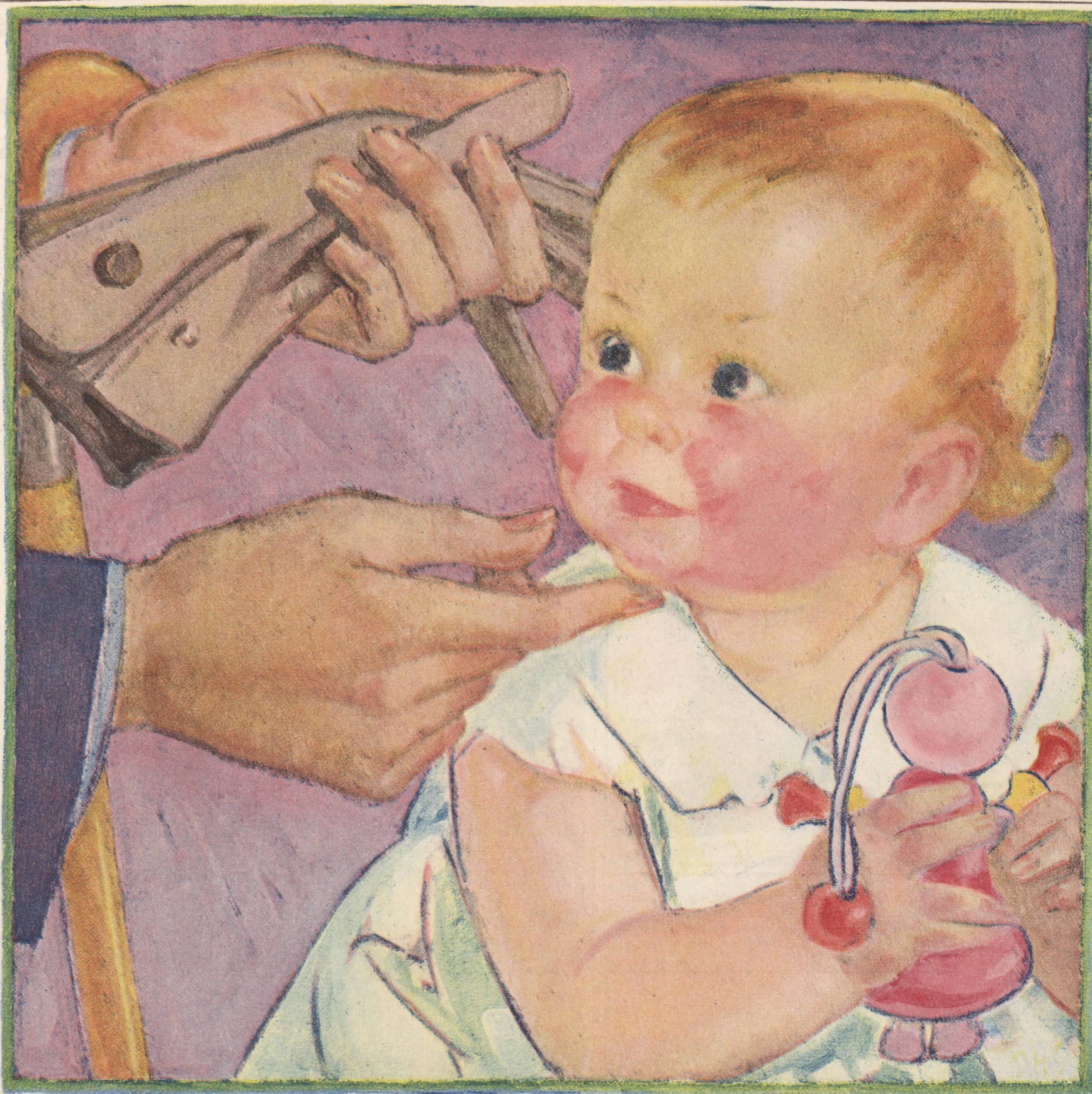
Why, some gentlemen of my acquaintance have barked like dogs and walked like bears for the privilege of kissing my cheek. And grown-up ladies are really envious of my complexion.

But I'm not conceited. After all, it was the nice doctor at the hospital who suggested the very best beauty treatment for my very sensitive skin. When Mother asked him, he said, "Why not use Ivory? You can't find a purer, milder soap."

In fairness to him, I always mention this fact when I give my exclusive beauty talks in my Ivory bath.

But I haven't told you about Mother yet. *Now she's using my cake of Ivory.*

Of course, it's perfectly all right, as she's always been very nice to me. In fact, I'm glad. She's



so pretty that she deserves to use the finest soap!

But one thing is a mystery to me—what Father said to her. "Where are all those fussy lotions and creams you used to have around?" he asked with a smile.

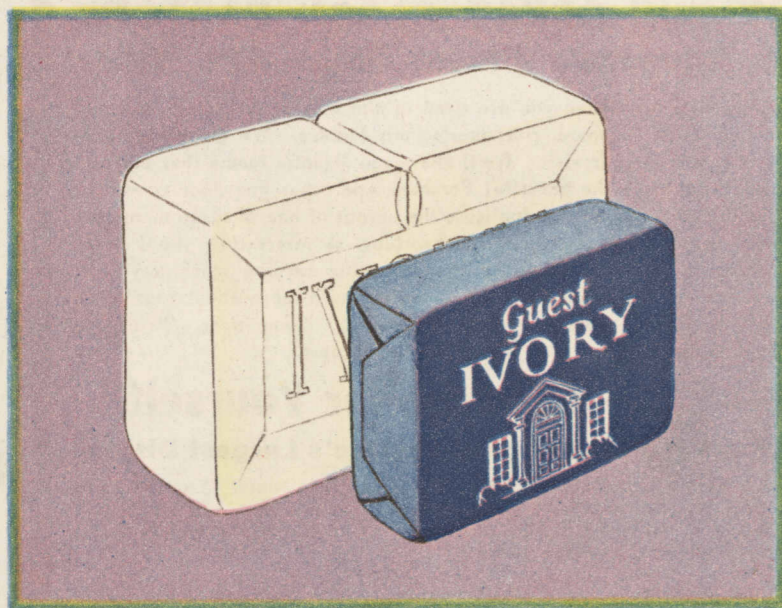
"Don't be silly!" Mother said. I thought she acted a little confused.

Now Mother is going to be prettier still, since she's taking a beauty course with Ivory!

An Ivory Baby · Her Mark



~ however grown-up she may be!



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P. S. Your complexion is a baby's complexion that has grown up. A bit less silky. A trifle less sensitive. But even more than a baby's your complexion needs Ivory's beauty help. For the skin can create its own fresh beauty. But it cannot clean itself. And its clear fresh tone will be dulled if the pores are clogged by dust and make-up.

There are no "if's" and "but's" about cleanliness. Only soap and water will really cleanse. And you'll find that an Ivory cleansing will "wake up" your complexion so pleasantly. For Ivory is perfectly pure. Can your complexion afford to use a less gentle and safe soap than Ivory—which cherishes the delicate beauty of millions of babies?

PROCTER & GAMBLE

IVORY SOAP

~ kind to everything it touches - 99⁴⁴/₁₀₀% pure - it floats

+