THE OMAHA SUNDAY BEE-ALCOGRAVURE SECTION





The wonder of the "Charmed Land" is the accessibility of all its delightful vacation spots in a region of snow-capped mountains, evergreen forests and inland seas. Within a few hours of metropolitan Seattle and her interesting sister cities

you have it all. Mount Rainier with its alpine meadows and flowers, glaciers and midsummer snow coasting. Mount Baker Forest Reserve is another wonderland.

Reserve is another wonderland. The majestic Caseades with their towering white peaks, thundering waterfails and tumbling streams. The rugged mass of the Olympic Mountains, with highways and trails cut through the virgin wilderness to the rim of the Pacific. Myriad sparkling lakes, including world-famous Chelan and Cressent. Puget Sound, a picturesque land-locked sea with its unmatched San Juan Archipelago and the fjords of Hood's Canal. In this Surpassing Playground you can choose between motoring over paved roads through a scenic wonderland, golf on evergreen courses, yachting, sulf bathing and a surprising diversity of vacation altractions. No midday heat. The average temperature for June, July and August is 62 degrees. You will sleep under blankets every night.

Nam

Street

City

The low round-trip summer excursion fares to the Pacific Northwest are only a little more than the regular one-way fare. Ask your ticket agent.



Send your free 36-page illustrated "Charmed Land" booklet descriptive of Seattle and the Sum-mer Playground of America.

G 1994 by The Provide & Gamble Co., Consume

The simplest, safest aid to natural beauty

MOST WOMEN know that daily cleansing with pure soap and water is indispensable if one is to achieve and maintain a clear, healthy skin. Indeed, this, together with good health, constitutes the only sure foundation for a really beautiful complexion.

But many women do not yet realize that soap's only function for the skin is to cleanse: Magical promises of cures or transformations cannot be carried out by any soap, whatever its ingredients or price.

For instance, if artificial coloring matter, medicaments or heavy perfumes could add anything to the beneficial qualities of pure soap, we would have put them into Ivory Soap long ago, for our aim has always been to make, in Ivory, the finest possible soap for the skin.

> Guest IVORY

Five cents

But no! Ivory is, and will always be, simply pure soap-white, mild, gentle, delicately fragrant, safe!

The gentle stimulation of a face bath with Ivory and warm water, followed by rinsing and a dash of cool or cold water, brings fresh color-the natural glow of cleanliness. If your skin is dry, use a little pure cold cream afterwards.

In Guest Ivory, designed for slim feminine fingers, we offer you genuine Ivory Soap in a dainty size especially for your washstand. Guest Ivory's modest price, five cents, is not a measure of its value, for if we were to charge you a dollar, we could give you no finer, purer soap.

PROCTER & GAMBLE

IVORY SOAP CAKE OR FLAKES IT FLOATS 99⁴⁴/100⁶ PURE

 $T_{\rm should}^{\rm O}$ be safe for silk and wool, a soap should be safe for your skin. Ivory IS! Let gentle Ivory suds protect the most precious things you own.

> New York - St. Louis - Baltimore - Cleveland - Kansas City - Chicago ALCO-GRAVURE, INC.