







THE OMAHA SUNDAY BEE-ALCOGRAVURE SECTION

MATSUO PHOTOS

SCHOOL GRADUATES

TECHNICAL HIGH





















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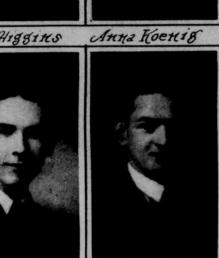




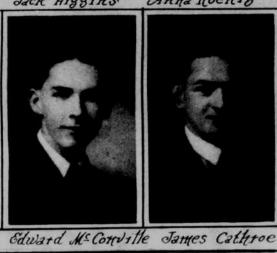




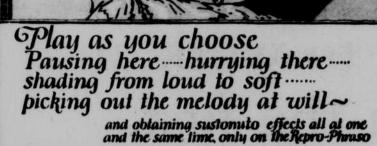














1514-16-18 Dodge St.



Let this simple truth guide you to Natural Beauty

CVERY woman should rightly C make a special effort to maintain a beautiful complexion. But this effort may cause you to overlook one simple truth—soap's function is to cleanse, not to cure or to transform.

Dermatologists agree on this important point: only by cleansing the skin thoroughly, yet gently and safely, can any soap help to promote beauty. And only pure soap can cleanse thoroughly and safely.

You know already that Ivory Soap is pure—that it contains no medicaments, no coloring matter, no strong perfumes. If we had felt that any additional ingredients would improve Ivory, you may be sure we would have used them long ago.

But perhaps it may surprise you to know that simple washing with Ivory is the very finest treatment you can give to your skin.

A face-bath of Ivory and warm water, once or twice daily, gently removes the film of dust, oil or powder, and thoroughly cleanses the pores. Then a quick dash or two of cold water brings a fresh, lovely, natural color. For unusually dry skins, the use of a small amount of pure cold cream is recommended. This simple treatment is effective, safe and economical.

The millions of friends of Ivory and the multitude of women who have been using much more costly soaps, have welcomed the new, graceful cake of Guest Ivory. Fashioned for slim fingers, this dainty white cake is genuine Ivory Soap with all of Ivory's traditional purity and mildness—as fine as soap can be. Yet Guest Ivory costs but five cents.

PROCTER & GAMBLE

IVORY SOAP

Guest

IVORY

Five Cents

CAKE OR FLAKES

IT FLOATS 9941/100% PURE

C 1924, by The Proctor & Gamble Co., Cincionati

TO 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.

