# Skin-beauty—the result of simple cleansing

A normal complexion has both beauty and remarkable powers of resistance—if properly cared for.

But *proper* care is a *simple* matter.

It doesn't involve the application of soaps and various preparations which promise magical beauty from complicated and constant manipulation.

If daily washing with a pure, mild soap fails to keep your skin healthy and attractive, you probably need expert medical advice.

Don't rely upon soap for any purely medical purpose. The very best medical authorities say, "Medicated soaps are unnecessary, and usually harmful to the normal skin."

Use soap to keep the skin *clean*—to clean is soap's only duty, and cleanliness is the only desirable result of its use.
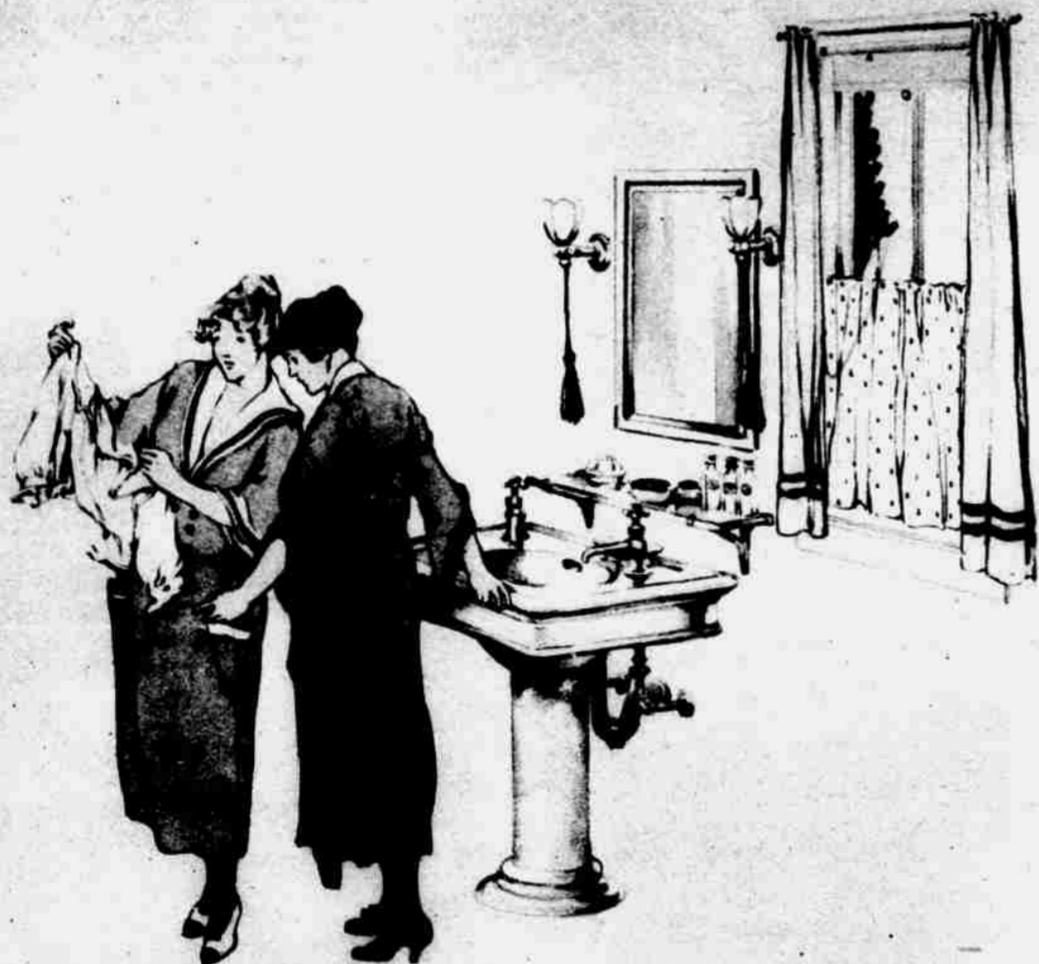
In supplying Ivory Soap for the gentle cleansing of the skin, we are supported, not only by medical authority, but by the results of 43 years of experience in the manufacture of this pure, mild soap, which has been the *safe* beauty soap of millions of women.

Ivory Soap has but one purpose—to *cleanse safely*. It promises no magic except the magic of healthful, refreshing cleanliness. And cost what it may, soap can provide nothing more desirable.

## IVORY SOAP

99⁴⁴⁄₁₀₀% PURE     IT FLOATS



"You wouldn't have used that soap on your *face*, would you?" Mrs. Jollyco is asking.

Now, what a question! Mrs. Jollyco knows very well that Mrs. Folderol would not use on her face a soap that has ruined that beautiful silk blouse of hers.

But wait!—Perhaps Mrs. Jollyco has a *purpose!*

"Of course not!" replies Mrs. F., indignantly. "It's *much* too strong for *that!*"

"Well," declares Mrs. Jollyco, "silks as delicate as that always seem to me as sensitive to soap as my skin. I wouldn't think of using anything but Ivory Flakes for a blouse like that, my dear, because I've used Ivory on my face for years, and Ivory Flakes is just Ivory Soap—*flaked.*"

In his wanderings with Ulysses, Bobby spied a cake of Ivory Soap just under the last paragraph of the text above. Knowing that his mother used Ivory for everything, he got a ladder. Ulysses, meanwhile, took a notion to scratch his back on the ladder, with the painful result pictured here.

We can't wait to see how Bobby gets down, but he's pretty sure to keep the Ivory Soap.

We said awhile ago that Mr. Jollyco intended to speak sternly to his daughter Sally about what he calls her "comic opera soap"—the colored soap she *will* use on her face. Our picture shows him doing it.

"Daddy, darling," says Sally, "*please* don't be mad with me! I *must* be *beautiful!*"

"Sally," Mr. J. is going to say when—and if—he gets the chance, "an old sweetheart of mine was more beautiful even than *you*. She used nothing but Ivory Soap. I still see her use Ivory every day, and she is still beautiful!"

How we wish Mrs. Jollyco could be eavesdropping!

### A Flaked Soap which meets the 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.