



It seems that our troublesome, tricky neighbor, Mrs. Prowl, has managed to substitute some other soap for Tee-wee Jollyco's private cake of Ivory.

"To think anyone would be so mean to my little angel!" says Nurse Tippit, who is quite sentimental, though intelligent.

"Be-goo!" replies Tee-wee. And he is quite right—no self-respecting baby should endure a bath with a soap less pure and gentle than Ivory.

"Wash it with Ivory Soap or Ivory Flakes," said the sales-girl who sold Mrs. Jollyco her new and costly silk blouse.

"Why are you so sure?" asked Mrs. J.

"Because," said the girl, with faith enough to move a mountain, "I use Ivory for my face. I wouldn't use any soap for a gorgeous blouse that wasn't safe for my face."



"Doctor," orates our good friend, the Professor, "you don't seem to understand English! Let me make myself clear—I adduce that the unsophisticated emulsion of Sapo Eboricus* constitutes its paramount virtue as a sanative abstergent for the epidermis."

"Well, bless my bones!" exclaims Dr. Verity, "is *that* what you mean! Why of *course*—Ivory cleans the skin safely because its lather is pure and mild. Why didn't you say so long ago—we might have caught some fish!"

* Latin for Ivory Soap

How to care for the skin?

Let this well-known physician answer:

He says:

"With a healthy skin of normal resistance the only care needed for the face is to keep it clean and to protect it from damaging influences. The way to keep the face clean is to wash it, sometimes with soap and water, sometimes with water alone."

"A soap should be bought not as a panacea for skin troubles, but for its humbler quality of cleansing the skin."

These paragraphs are quoted from "The Care of the Skin and Hair," the

authoritative book by Dr. William Allen Pusey, whose opinion every physician respects.

Cleanliness!

That is the basis of all complexion care.

Cleanliness!

That is the only good reason for using soap at all!

Ivory Soap *cleans* and cleans *safely*—these are the only claims ever made for Ivory.

Ivory Soap is pure, mild and gentle. Ivory Soap is white and delightfully fragrant, as the finest soap for the skin *should* be. Ivory Soap quickly produces a rich, cleansing lather, that rinses off promptly. And Ivory Soap floats!

The "magic" of Ivory is simply the magic of delightfully refreshing, healthful cleanliness, the prerequisite of all complexion beauty. Ivory has provided such magic for *forty-three years!*

PROCTER & GAMBLE

IVORY SOAP

99⁴⁴/₁₀₀ % PURE IT FLOATS



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.

