

Sound advice about your complexion— from two famous dermatologists

In every book by high medical authorities on the care of the skin, you will find urgent warnings against the "treatments," "methods" and "preparations," with which thousands of women, in their search for beauty, are *endangering their complexions every day.*

Here are several short quotations from two such eminent authorities:

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

"The natural color of the best quality of toilet soap is creamy white."

"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."

"Medicated soaps are of little value, except as soaps, and should not be used inappropriately."

—from "The Care of the Skin and Hair," by William Allen Pusey, M. D., Professor of Dermatology, University of Illinois.

"Remember that medicated soaps are unnecessary, and usually harmful to the normal skin."

—from "The Care of the Skin," by Charles James White, M. D., Professor of Dermatology, Harvard University.

From authorities such as these there is no appeal.

In choosing a soap for your skin, therefore, choose a soap that is pure, mild, gentle and white, and that *cleanses—safely.*

Ivory Soap meets every one of these ideal specifications—an honest, wholesome soap, made of the very finest materials, for a single purpose—to *cleanse safely.*

Ivory's pure, mild, quick-rinsing lather has brought delightfully refreshing cleanliness to millions of lovely complexions since 1879.

PROCTER & GAMBLE

IVORY SOAP

99 ⁴⁴/₁₀₀ % PURE IT FLOATS



We can't quite make out the words of Mrs. Jollyco's lullaby song, but maybe, if we try very hard, we can write some words of our own to fit the tune. And if you're not quite sure of the tune, you try very hard and make up a tune to fit the words.

*Ivory fragrant, Ivory white,
Drowsy baby, sleep tonight,
Ivory pure and Ivory mild,
Baby wake a happy child,
Ivory—lather, rinse and float!
Baby sail your Ivory boat,
Baby grow up clean and strong—
Ivory guard you all life long.*

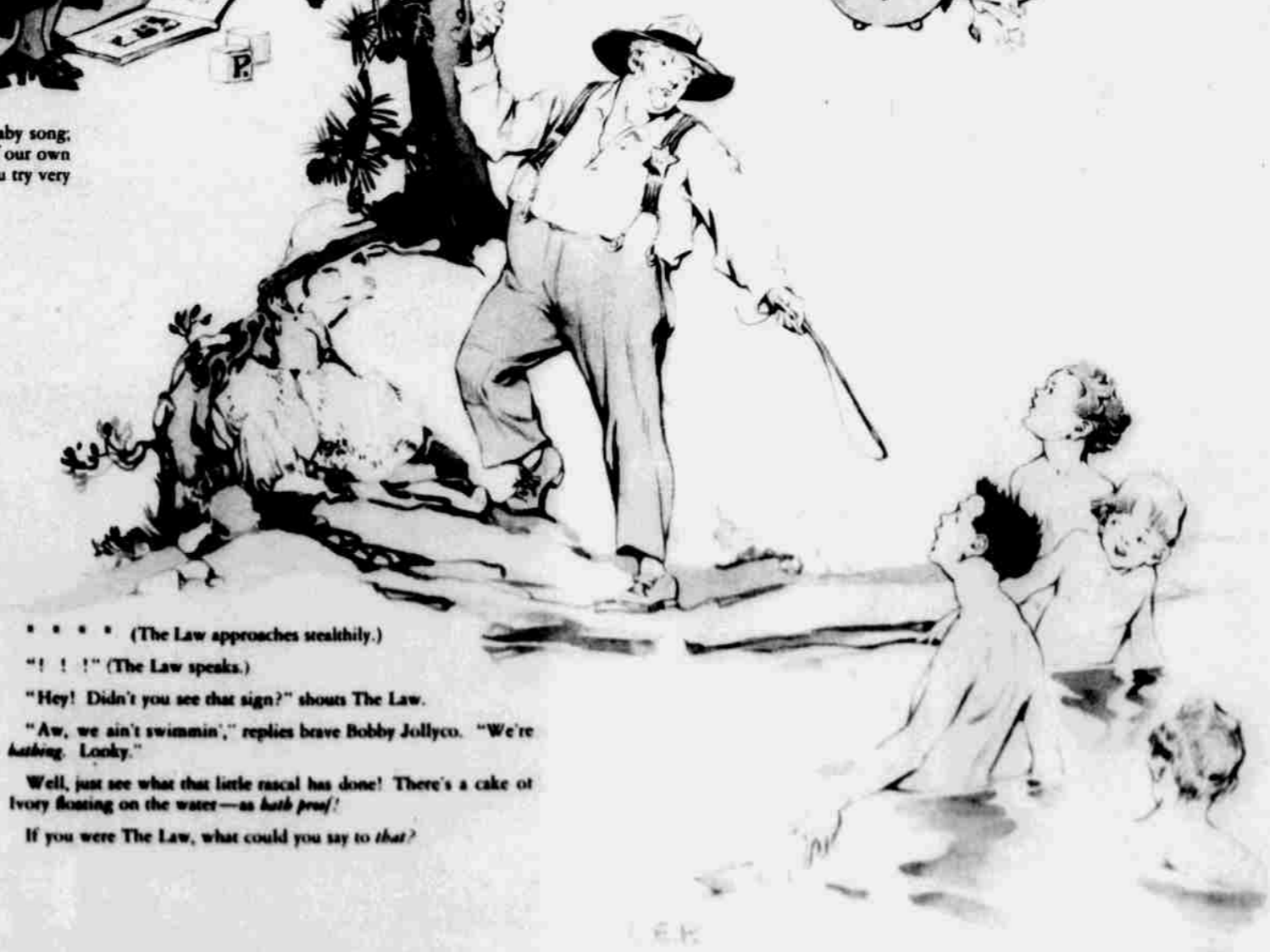


"Sally Jollyco, what are those red spots on your face?"

Sally may be stubborn, but she's brave, in spite of Dr. Verity's beeting frown.

"Uncle Doctor dear, I was trying to get more beautiful with some slickery new soap, and I tried too hard. *Please* don't scold me!"

Do you suppose Sally will ever learn? It she had used safe, gentle Ivory Soap, Dr. Verity wouldn't have had to scold her.



• • • • (The Law approaches stealthily.)
"!!!" (The Law speaks.)
"Hey! Didn't you see that sign?" shouts The Law.
"Aw, we ain't swimmin'," replies brave Bobby Jollyco. "We're latherin' Looky."
Well, just see what that little rascal has done! There's a cake of Ivory floating on the water—as *both* proof!
If you were The Law, what could you say to that?

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.

