

# How intelligent bathing benefits your complexion

Many people who are very careful about the soap they use for their faces and hands are much less considerate of their bodies.

This is a serious mistake.

The condition of the skin of the body not only has a direct effect upon the general health of the whole individual, but it has a specific relation to the condition of the complexion.

*The pores of the skin throw off surplus moisture and impurities. If you were to paint your body or cover it with metal foil so that all the pores ceased functioning, you would soon die.*

*Failing to remove dirt and to rinse off thoroughly stops up some of the pores and dams up the impurities. These pores then often become inflamed and infected, and skin troubles on the face and other parts of the body may result.*

Ivory for the bath makes a pure, rich lather instantly; dissolves the accumu-

lations at the outlet of each pore, and then rinses off completely, leaving the skin perfectly clean and healthy.

For convenience and greater pleasure in the tub, Ivory Soap floats. No need to grope blindly about in soapy water—Ivory is always on top, inviting recapture.

If you wash your face while in the tub, as many people like to do, Ivory's presence again assures you of perfectly safe and gentle cleansing.

Having nothing to conceal, Ivory contains no strong perfume or dyes. It is delicately fragrant and has the creamy whiteness which is the natural color of the best quality of toilet soap. Bathing with Ivory is a safe, pleasant, convenient and exhilarating experience in cold, warm, or hot water.

PROCTER & GAMBLE

## IVORY SOAP

99<sup>44</sup>/<sub>100</sub>% 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.



"Julia, my old schoolmate, Mrs. Latham, is coming for over-night. Please put two fresh cakes of Ivory in the guest bathroom."

"Yes, Mrs. Jollyco," says Julia, paragon of maids. "Here are a dozen new cakes I just ordered this morning."

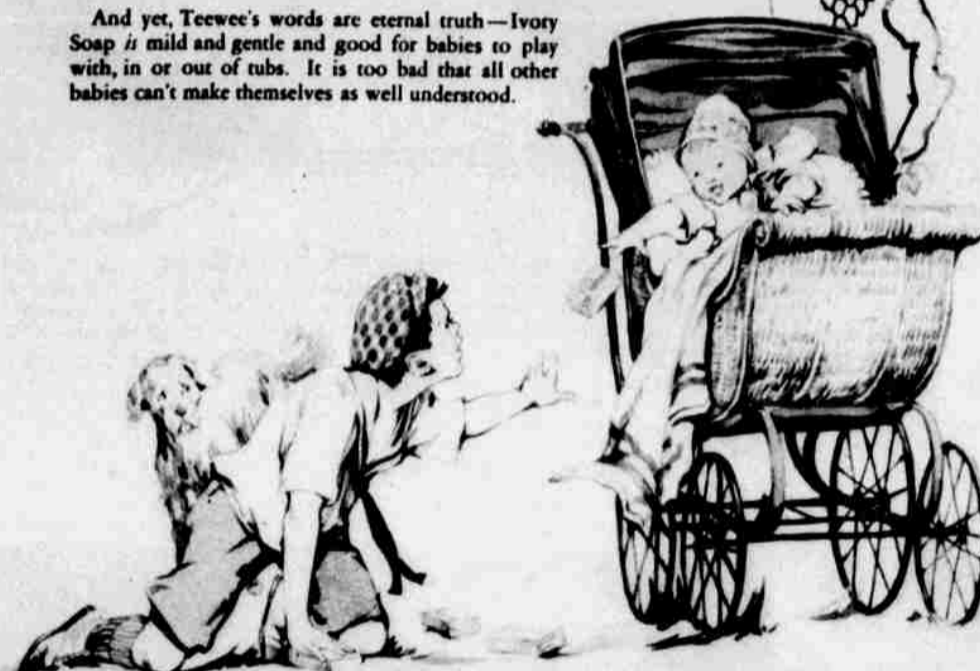
What a joy to have a maid who always does the right thing!

"Aw gee! Can't you quit throwin' 'at Ivory Soap around? Gee Whiz!"

"Mum-mum-mum! Ee-e-e!"

It is very hard not to sympathize with Bobby Jollyco, because (back where you can't see her) Pinky Parker, whose name is sweet to Bobby's ears, looks on at his humiliation.

And yet, Tee-wee's words are eternal truth—Ivory Soap is mild and gentle and good for babies to play with, in or out of tubs. It is too bad that all other babies can't make themselves as well understood.



"What!" exclaims President Jollyco.

"Yes sir," says Miss Jump. "It's no wonder the girls can't keep their hands clean. I thought you'd like to know."

"Know! Of course I'd like to know! Call Mr. Jimpson . . . Jimpson, hang it, sir, why do you discriminate against the girls in this office? Why don't you provide Ivory Soap in their rest-room? . . . Well, throw that stuff away and get some Ivory. If I can have it, so can they. . . . How's that, Miss Jump?"

"Oh, thank you, Mr. Jollyco. We have such nice girls here. They all like Ivory."