

"Welcome to Miracle Mountain," smiles the host as the Jollyco family disembark from their faithful prairie schooner.
 ("Why Miracle Mountain?" Because it meets the printed description in every detail!)
 "Baths at once? Of course! Soap and hot water all ready, Madame."
 "Mrs. Jollyco always brings her own Ivory Soap, sir," says Mr. Jollyco with proper hauteur.
 "Ah, of course. But save it, Mrs. Jollyco. Our guests are of the most refined, so we have nothing here but Ivory Soap."



"Yes, sir, I've had eight cases of irritated skin in the past two weeks," Dr. Blank is saying. "Seven of these I've definitely traced to the use of so-called medicated soaps."
 "Well, Blank," says our old friend Dr. Verity, "If people will go on using improper soaps, what can they expect? What soap do you recommend to your patients?"
 "Ivory—I know it is pure."
 "I've done the same for thirty-five years."

*An actual happening in a large eastern city.



"Julia Jinks, where have you been with my French blue georgette blouse?"
 "Why, Miss Sally, I've washed it!"
 "Washed it! Why it cost \$27.50! Oh, why does my mother keep you in this house?"
 "But, Miss Sally, look—it's just as fresh as it was when you bought it—not faded or anything. I just squashed it in Ivory Flakes suds—that couldn't hurt it."
 Yes Sally Jollyco, say we, just look! Ivory Flakes is Ivory Soap—it couldn't hurt anything!



A famous dermatologist explains:
Why your complexion needs soap

"To keep it clean, the face needs at least one good washing daily with soap and water and a wash-cloth or soft flesh brush," says the eminent author of a well-known book on the care of the skin.

"One sometimes encounters the superstition," continues this same authority, "that washing the face is bad for the complexion, and meets individuals who because of that misbelief try to get along with oils and creams as a substitute for soap and water."
 "The layer of dirt and oil that such persons accumulate on the face is a poor makeshift for a clear, clean skin, and is a constant invitation to various disorders of the skin."

Of course, the soap you use on your skin must be pure and so mild that it will not remove all the natural oil while removing the dirt.

Don't massage your face with soap.

If the soap is good soap, it will cleanse quickly and gently without rubbing. That is the very most you should expect any soap to do. Massaging with soap

lather, however pure and mild, is sure to rob your skin of its natural oil, which keeps it soft and clear and smooth.

You may use Ivory Soap with complete assurance that it will cleanse without irritating.

For Ivory Soap is pure, mild and gentle, and is made of the very finest ingredients.

In his famous book on the care of the skin, Dr. William Allen Pusey says, "The natural color of the best quality of toilet soap is creamy white." Ivory Soap is creamy white.

Ivory promises no miraculous or mysterious results—its purpose is to cleanse safely. In achieving this purpose, Ivory quickly removes the surface accumulations which clog the pores. Yet it leaves behind enough of the essential natural oil to keep the skin soft and smooth. Follow the warm soap-and-water washing with a dash of cool, or cold water, and you have completed the best and safest of all cleansing treatments. PROCTER & GAMBLE

IVORY SOAP

99 ⁴/₁₀₀ % 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.

