

313 Prizes!

(Parents are not supposed to read this)

Dear Girls and Boys:

In a few minutes you are going to get your color-box and color the picture of Bobby Jollyco and Pinky Parker and their friends, to try to win one of the fine prizes offered at the bottom of this page.

Meantime, there is something you ought to be learning about color and soap.

Colors are pretty and sometimes they are very important. When your face is nice and pink, it shows you are healthy and strong. When your clothes are white, it shows they are clean.

But with soap, that is not always true.

Sometimes, of course, a good soap has a *natural* color. But it is very easy to color soap *artificially*—blue, pink, green, purple, yellow—any color the soap-maker may choose, just as you can color this piece of white paper.

"The natural color of the best quality of toilet soap is a creamy white"—says Dr. Pusey, one of the best known writers on the care of the skin, although he says, too, that even whiteness is not *always* a guarantee of purity—you must know your soap!

But why should anyone want to put bright, artificial color in a soap, if it is really *fine* soap?

One reason is: to make the soap *look* prettier. (But of course that doesn't make it *clean* better or *feel* nicer, does it?)

We could color Ivory Soap blue or pink or green or purple or yellow, if we liked—it would be just as easy as for you to color the Ivory cake in the picture. But Ivory is *pure*—it hasn't anything to hide and its natural color is creamy white, so *why should we color it?*

No, we don't color Ivory. We are proud of its purity, and we want everybody to know it, so we leave Ivory *creamy white* just as it is *naturally*.

Now, of course, because Ivory is so pure, it is very mild and gentle and can't hurt the most delicate skin. Its lather is rich and fluffy, and you can rinse it off before you can say "Jack Robinson." And in the bath-tub Ivory swims just like a white boat—you can always get it back without diving to the bottom for it.

When you are coloring the picture, be sure to leave the Ivory cake *white*; and when you want the very finest quality of soap for your face and hands and bath and hair, you will find it inside that familiar old black and white Ivory Soap wrapper.

PROCTER & GAMBLE

IVORY SOAP

99⁴⁴/₁₀₀% PURE IT FLOATS



Well, if here isn't Bobby Jollyco with a bubble-pipe just exactly like those which will be given as prizes.

"No," said Bobby as Pinky Parker offered him a cake of her mother's perfumed "comic-opera" soap, "that soap won't do. I've got some Ivory—it makes slick bubbles—anybody knows that, don't they, Jimmy?"

"Sure," agreed Jimmy Watson, "I tried some other soap the other day, and the bubbles busted right away, soon's I shook 'em off."

"That's right. Ivory Soap makes wonderful bubbles, quick as a wink. And you never lose it in the water, either, because it floats."

Coloring of this picture only will be considered in awarding prizes.

Ivory Soap Contest — here is the picture — To-day is the day

Now, Girls and Boys, get out your paints or crayons! Work for a Prize!

Color the picture just above this announcement. Or, if you prefer, trace this picture on a plain piece of white paper and color your tracing. Prizes will be awarded to those whose work is most artistic and lifelike.

Contest open to all children up to fourteen years of age.

When you have colored this picture, print your name, age and address on the margin and mail or bring to the "Ivory Soap Contest," care of this paper.

HERE ARE THE PRIZES

- 1st Prize—\$5.00 and a Wizard Bubble Blower (just like Bobby's)
- 2nd Prize—\$3.00 and a Wizard Bubble Blower
- 3rd Prize—\$2.00 and a Wizard Bubble Blower
- Ten Prizes of \$1.00 each and a Wizard Bubble Blower
- Three Hundred Wizard Bubble Blowers for the 300 next best pictures. (They blow wonderful little bubbles inside of big ones.)

No picture will be accepted later than two weeks from the date of this paper.

Look for this picture in colors in your grocer's window. This will serve as a guide for you in your work. You do not have to use the same colors, unless you wish to. Use whatever colors you feel will make the picture most artistic and lifelike.

DON'T BE AFRAID TO TRY—even if you have never before used a paint brush or crayon. Thousands of girls and boys have ability of this kind, but don't know it. Your efforts will surprise you, and may win you one of the big prizes.



A Soapy Poem

Pinky Parker's mother gave
Her fifty cents, and said:
"Go buy a cake of fine face soap
That's nicely colored red."

So Pinky started to the store,
But on her way she found
Her neighbor, Bobby Jollyco,
With bundles homeward bound.

"What's that big one?" Pinky asked.
"A package of soap," said he.
"Oh, my! It must have cost a lot!"
"No, fifty cents. You see."

"My mother uses Ivory Soap,
She says it's pure and mild—
For face and hands and bath and hair,
For 'woman, man or child!'"

"My mother's soap is red, and yours
Just white," proud Pinky says.
"And for one little, teeny cake,
Just think of what she pays!"

"Well, I don't care what price it is,"
Comes Bobby's turn to say,
"My mother says: 'No finer soap
Than Ivory,' anyway!"

Now which is wrong and which is right?
And who shall judge this case?
Why you are judge, and jury too—
Try Ivory on your face!