

"Just smell it, Mrs. Jollyco. Why, if you bought that perfume by the bottle, it'd cost you a dollar an ounce."

"The arrangement seems to be," says Mrs. J., with a twinkle in her eye, "that you change my thirty-five cents for a perfume I don't want and shove in the purple soap for nothing—is that it?"

"Oh, no, it's the other way—you buy the soap and get the perfume for nothing."

"Well, I think it would be more economical if I bought a cake of Ivory Soap and a quarter-ounce of imported perfume. I would get better soap and better perfume, wouldn't I?"

"Oh, Mrs. Jollyco, you know too much," says the clerk, laughing. "I guess you're right. Here's your Ivory."



"Gee, dad, didn't it hurt at all?" asks Bobby Jollyco, who won't have much to talk to Jimmy Watson about if the operation hadn't hurt.

"Hurt? Why, not so—why *was* it hurt. You bet—hurt like the dickens, Bobby. And say, Alicia, what do you think? This will tickle you. Before they began their real work, they scrubbed me with Ivory Soap!"

"There's nothing strange in that, is there, Doctor Verity?" asks Mrs. Jollyco.

"No, hospitals very generally use Ivory. It's one of the few soaps whose purity we can be absolutely sure of for such purposes."

How your complexion may be protected

Many a woman who has little time for rest and relaxation smiles at life with a complexion that is clear and smooth and altogether lovely.

Nearly *all* women, if normally healthy, can have such a complexion and can preserve it, if only they will exercise a moderate amount of intelligent care, and cleanse their faces daily with warm water and a pure, mild, safe soap, like Ivory.

No soap of any kind has magic properties.

Soap cannot cure a skin condition that needs the attention of a physician.

Soap of itself cannot *create* beauty.

But Ivory Soap can, by safe, gentle cleansing, help to bring out the natural

beauty of a healthy skin and protect it against the damaging influences of weather and daily life.

Ivory Soap can, and does, do this for millions of women, year in and year out, because it is pure *soap*.

Pure soap contains no artificial coloring matter, or medicines. Ivory—pure *soap*—is a natural, honest, wholesome soap made of the very finest materials money can buy.

If the soap you are now using is not this kind of soap, we invite you to experience Ivory's benefits. You will like Ivory's creamy whiteness, its rich, mild lather, its promptness in rinsing off and its delightful fragrance. You will like it for your bath, too—"it floats."

PROCTER & GAMBLE



"Julia, do Mrs. Jollyco's blankets get all matted and harsh after they're washed, the way mine do?" asks Mrs. Folderol of Vanity Square.

"Oh, no, ma'am," replies Julia, the perfect maid, who has been delivering a present of some particularly fine kumquat marmalade. "Our blankets are always—why they're just as soft and fluffy—you'd hardly believe—"

"What do you wash them with?"

"Why, we take and put them in lukewarm water and make a thick suds of Ivory Soap, and squeeze and . . ."

But, of course, you know how beautifully Ivory washes blankets and woolsens.

IVORY SOAP

99⁴⁴/₁₀₀% PURE IT FLOATS



For delicate garments—Read this 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.



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