

What "Pure Soap" means to your complexion

The other day we were talking with a young woman who had been recently graduated from a well-known women's college.

"One of the experiments in our chemistry course," she said, "was the analysis of Ivory Soap. We all made the experiment together, and found that Ivory Soap was as pure as it is possible for a soap to be."

The head of the Domestic Science Department of another great college told her classes last year that Ivory was "the purest soap you can buy."

But millions of women who have never

seen a chemical laboratory or taken a course in domestic science have discovered Ivory's purity through actual daily use on their faces.

To the chemist Ivory's purity means a perfect balance of the finest soap ingredients, and freedom from all adulterants such as artificial coloring matter, medicines, et cetera.

To the woman who uses Ivory, its purity

means mildness, gentleness, and safety for the loveliest complexion.

There are those who still believe that certain kinds of soaps can perform miracles upon the complexion.

But both science and experience have proved that the only miracle which may be expected from any soap is the miracle of healthful, refreshing cleanliness. That miracle Ivory Soap has performed upon millions of lovely complexions since 1879.

PROCTER & GAMBLE

IVORY SOAP

99⁴/₁₀₀ % PURE IT FLOATS



"Oh, dear, I've forgotten my soap," cries pretty Bee Westbrooke. Instantly help comes from all sides. Mrs. Westbrooke, who is chaperoning the party, offers her cake of Ivory. "Here's my Guest Ivory," says Sally Jollyco. And from the hotel bathroom comes Elsie Benson's voice: "Why worry? Here's Ivory in the soap holder already." No one happens to notice little Mona Folderol as she furtively puts back into her bag a cake of her aunt's brightly colored, heavily perfumed "beauty soap." "Guest Ivory"—the daintiest little cake of soap you can imagine—as fine as a soap can be." Ask your grocer or druggist about it. It is new!



Yes, Nurse Tippit is going to be married! And what do you suppose she is doing in this picture? Here we see her trying on the dress Mrs. Jollyco has given her for the wedding, which has been washed fresh as new in Ivory Soap suds—rustling white taffeta, filmy chiffon, precious lace, and all! We have an idea that Teewee's present to Tippit will be a dozen cakes of Ivory Soap. There are few gifts she would prize more.



"The School Board meets tonight," says Mrs. Jollyco, ending her first talk to the high school students as a board-member, "and it will be my duty to present your answer to this question: "What kind of soap do you want?" "Ivory!" The shout almost shakes the ceiling. Perhaps there are other still, small votes, but—"It seems," says the speaker, smiling, "that the 'I's' have it!"



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.

