



On a shopping trip with grandmother. Mrs. George Harvey, wife of the American Ambassador, takes her granddaughter on a tour of the stores in the British metropolis.

Pacific & Atlantic



FRIENDLY ENEMIES. Victor and vanquished in the annual championship tourney of the Professional Golfers Association held over the links of the Pelham Country Club—left to right, Gene Sarazen, the winner; Mont Rogers, president of the club, and Walter Hagen, runner-up. Sarazen, who also won the title in 1922, defeated his old rival in a gruelling match that was not decided until the thirty-eighth green. On the table rests the handsome silver trophy emblematic of the title.



A PITIFUL STREET SCENE IN TOKYO just outside of the army hospital showing a number of the earthquake sufferers lying on blankets awaiting medical attention. At the right, native stretcher bearers are bringing in other injured victims of the worst disaster in Japan's history.



LORD LEIGH AND HIS BRIDE, the former Marie Campbell, of New York. The British Peer is sixty-eight and wealthy, having inherited a fortune from his first wife, Mrs. Frances Helene Forbes, daughter of N. M. Beckwith, of New York, who died in 1909. The bride is the daughter of the late Alexander Campbell and Mrs. Angeline Campbell, who later became Mrs. William Converse. The couple were married in London early this month.

Wade Ward



Informal attire at Italy's Deauville. Lady Idina Gordon and her fiance, Josslyn Hay, son of Lord and Lady Kilmarnock, show the latest beach fashions at Venice-Lido.

Kadel & Herbert



Even Sally Jollyco's natural beauty needs the protection of pure soap. For simple cleanliness is the basis of all beauty.

An Announcement to all friends of Ivory Soap

The makers of Ivory Soap now offer you Guest Ivory. To Ivory's purity, mildness and gentleness, Guest Ivory adds—

the daintiness of a new size, to fit the most delicate of slim feminine fingers.

the charm of a new design and a new blue-and-white dress.

the lowest price at which a truly fine soap for the face and hands has ever been sold (five cents).

Guest Ivory completes the Ivory Family

The Ivory Family now has four members, to serve every purpose which demands the protection of the skin and of delicate fabrics by the use of a fine, pure, mild soap:

Guest Ivory—for the face and hands

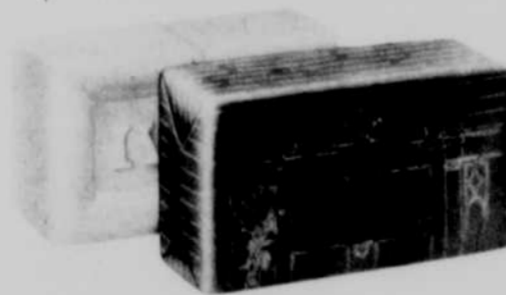
Medium size Ivory—for the bath

Ivory Flakes—for the most delicate garments

Laundry size Ivory—for the heavier fine fabrics

All are Ivory Soap, and that means each is as fine as soap can be, for if we charged you a dollar a cake we could give you no finer soap than Ivory.

PROCTER & GAMBLE



5c



In Sally Jollyco's own gleaming white bathroom lies one of the chief secrets of her charm.

Look carefully, and you will see a dainty white cake of Guest Ivory in the soapholder. She uses it night and morning, to keep her skin clean, soft and glowing with life.

Sally entrusts her beauty to Ivory with perfect confidence in its pure, mild, gently cleansing lather.

Safety for Precious Garments

The charming, filmy silks and wools of the new mode must have, in their cleansing, the perfect protection of pure Ivory Suds, made from either Ivory Flakes or Ivory Cake Soap. Where can you find such gentleness, isn't Ivory the very same soap that millions of women use to protect lovely complexions? Don't run needless risks!



IVORY SOAP

99 1/2% PURE IT FLOATS