

The finest complexion treatment is the simplest

Here it is:

Most women have, and take great pride in having, normal skin—differing, perhaps, in texture and in ability to resist various conditions of life and weather, but normally healthy.

For such skin, the highest authorities agree that the finest complexion treatment available is the simplest—*soap-and-water cleansing*.

This old-fashioned, but authoritative, fact may save you trouble, and pain,

and even the loss of the good complexion you now have.

To millions of women "soap-and-water cleanliness" means "Ivory-Soap-and-water cleanliness."

As any reputable physician will tell you, soap, whatever claims may be made for it, can do for your skin only one good thing—cleanse it safely.

That is the duty, the privilege and the destiny of Ivory Soap—to cleanse safely. Through forty-four years it has made no other claim.

Ivory Soap *must* cleanse, because it lathers abundantly and rinses off completely and promptly.

It must cleanse *safely*, because it is made of the very finest of pure ingredients, blended to produce a pure, mild, white and delightfully fragrant soap—which floats.

When you buy Ivory, you are asked to pay only for *pure soap*, which contains no "mysteries" and offers no "magic" except the soothing magic of cleanliness. PROCTER & GAMBLE

IVORY SOAP

99 ⁴⁴/₁₀₀ % PURE IT FLOATS

MADE IN THE PROCTER & GAMBLE



FACTORIES AT HAMILTON



Julia, maid of maids, is as concerned as if the blouse were her own, instead of Sally Jollyco's. Its delicate crêpe is faded and torn. Sally washed it *herself*, with soap of her own choosing.

"Oh, and I warned her, Mrs. Jollyco. But she wouldn't listen."

"I know, Julia," says Mrs. Jollyco. "Miss Sally is one of those who learn only by experience. Perhaps next time she will use Ivory. Then she won't have to rub, and there will be no fading or tearing."



Side out on a triple play! The professor notes this thought: "Clean bodies make keen minds." Well, if Bobby keeps on resisting soap, we don't know how he is going to be a famous shortstop—even with the help of his canine friend, Ulysses.



"Why, Sally Jollyco!" cries Miss Tippit, the family nurse, "What's that Mrs. Prowl doing in here?"

"Now, Tippity, you go right away!" says Sally. "Mrs. Prowl says this new soap will keep me beautiful."

"Oh dear, oh dear! And after I brought you up so careful on Ivory Soap, too!"

Poor Sally! She has a terrible time, doesn't she? but Miss Tippit is right—soap keeps one *pretty* only by keeping one *clean*. Ivory does that, and gently, too!