

Who's afraid of BIRTHDAY CANDLES?



YOUR complexion can smile at birthdays . . . if you help your skin keep that clear, lovely look of Youth.

So . . . give your face the beauty treatment advised by those who know the most about your skin . . . doctors.

They say change to regular, gentle, soap-and-water cleansing . . .

And more doctors advise Ivory Soap for your skin than all other brands together!

No wonder. Ivory Soap is so pure and mild doctors advise it for baby's sensitive skin.

It contains no coloring matter, medication, or strong perfume that might be irritating.

So . . . your skin can have no gentler, no safer care than regular "Velvet-suds" Ivory cleansing.

Try this approved beauty prescription today. Stick to it for a week. See, then, how eager you are to continue staying lovely the easy Ivory way!

99⁹⁹/₁₀₀ % pure . . . It floats

Look lovelier . . . use pure, mild Ivory . . . the soap advised by more doctors than all other brands together!

MADE IN U.S.A. PAT. OFF. & TRADE MARK





Seriously... with that
soft-focus glow they create,
candles are a girl's best friend!

(Ok, they're right up there with diamonds and chocolate!)

Have a glowing birthday!

