

Allow us to present -  
this famous complexion-authority

CONSULTING  
HOURS  
9-11 A. M.  
OR  
5-6 P. M.

YOU might criticize her small soft button of a nose or the slight double curve of her chin. But you'd fetch forth a dancing sigh in homage to her petal-smooth skin. For she is a living authority on the subject of beautiful complexions. . . every single inch of her, from her crown to her drowsy heels, is the peak of perfection—and very lovable!

What is her secret? Well, she goes in wholeheartedly for a very simple beauty program. She sleeps as soundly as a little bunny; she freely demands plenty of water and milk; and every single day her entire complexion delights in a gentle Ivory bar.

For her doctor told her so, and her nurse told her mother that Ivory Soap-and-water cleaning is the very best beauty treatment for a very sensitive skin!

If you should ask your doctor, he'd say that this very same Ivory cleaning is perfect for a grown-up complexion, too. For Ivory's clear bubble foam really does the work . . . gives your skin its rightful chance to be clear and fine and smooth. It washes away every bit of clogging cream and powder and rouge. And then, how refreshed and wide-awake your complexion feels!

So won't you try this Ivory beauty treatment whenever your complexion feels a bit listless and tired? And by all means, give your face this thorough, gentle Ivory cleaning faithfully every night so that your sleep may become a real beauty sleep!

And do drop us for a consultation soon with an Ivory baby. You surely must know at least one, for there are about ten millions of them. Of course, the surest name to call on an Ivory baby is at her bath hour



when she is displaying her whole complexion! Most Ivory babies take their bath in the morning, but some prefer them toward evening. And then you'll see the proof that Ivory is a perfect friend of truly sensitive complexions!

PROCTER & GAMBLE

For—a little look on them: "What kind of care for different skins? For hair, brows, eyelids? The 'Sly' of wrinkles." Send a year card for "On the Art of Being Charming" to Catherine Carr Lewis, Dept. VB-70, Box 1001, Cincinnati, Ohio.



IVORY SOAP

- kind to everything it touches -  
99% PURE - IT FLOATS



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Art Director: Nedda McGrath  
Agency: The Blackman Comp.  
Advertiser: The Procter & Gamble Company

CONTINUATION OF THE PUBLICATION

# EXHIBITION

OF 50 OUTSTANDING ADVERTISEMENTS  
EMPHASIZING THE WORK OF THE ART  
DIRECTOR HELD BY THE ART DIRECTORS  
CLUB SEPTEMBER 29 TO OKTOBER 4, 1930



A whisp of lavender in the air fills beauty to the measure. From the delicate fields of Siam I have gathered four scents. My perfumes A. R. C. and N. interpret charm in separate ways. . . all enticing. I need only say of them: Do try them soon. They are at the better stores.—L.L.

Art Director: Gustav Jensen  
Agency: Earle Ludgin, Inc.  
Advertiser: Lucien Lelong, Inc.