

New White Lava, the hand soap, offers

# 2 BARS FREE

(along with a friendly warning)

We will give you the price of your first 2 bars of New White LAVA free when you send in 2 LAVA wrappers

**BUT FAIR WARNING:**

Once you use LAVA, your hands won't ever feel quite clean without it.



Like our headline says, we want to give you the price of 2 bars of New White Lava free.

But we'd better warn you: Lava is habit-forming—in a nice way! Once you use it, face soaps never seem to get your hands quite clean.

Not that we object to face soaps—for faces. But for dirt around knuckles and nails... nothing like *the hand soap*.

Lava, you see, gets the dirt that face soaps miss. That's because only Lava has a fine white cleansing powder blended into each bar. Millions of tiny particles nudge dirt loose and float it away.

(And Lava is gentle enough for the whole family.)

See for yourself, won't you? Try 2 bars of New White Lava on us. But don't you say we didn't warn you!

Here's all you do: send coupon with 2 wrappers from regular or large size Lava. We will send you 2¢ for 2 regular wrappers, 5¢ for 2 large wrappers.

WHITE LAVA Dept. B P.O. Box 64 (Overmouth) Ohio

Please send me  2¢ for 2 regular wrappers  5¢ for 2 large wrappers which I have enclosed, and a 5¢ coupon good on the next purchase of 2 regular or 2 large bars of WHITE LAVA.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Be sure to place sufficient postage on your envelope. Allow at least 1 week for delivery. Offer good only in continental U.S. (excluding Alaska and Hawaii). Limit one request to a family. Offer expires January 31, 1957.

New White **Lava**  
the hand soap

Gets the dirt that face soaps miss

work—then threw the rink open, free of charge, to all Clinton school youngsters, and to children from nearby towns for 30 cents apiece. This year, Clinton is also opening a community swimming pool, thus offering year-round recreation.

Within the last two years, the towns of Herkimer and Mohawk also have built large community pools for their young people. And serving all of these neighboring communities of Utica is the Oneida County child-guidance clinic where maladjusted kids aren't just brushed off or endured until they get in serious trouble, but are given the kind of help they need when they need it.

In addition to their Mohawk Valley locale and the outstanding job they're doing with young people, these Utica-area towns have two other important things in common: (1) the job is being done by the citizens themselves, motivated by an acute awareness of the delinquency problem, and (2) these communities are a part of an unusual and effective state-wide delinquency-prevention program directed by a group of dedicated people who make up the New York State Youth Commission.

ALTHOUGH effective youth programs can be found scattered throughout the nation, New York's 900 state-aided local prevention programs are right now unique—and might profitably be adopted elsewhere.

The Youth Commission was formed as a temporary measure by the State Legislature shortly after World War II, to offer support to local communities coping with the alarming increase in juvenile delinquency. Over the last decade, the work of the commission has been so effective that last year, upon the recommendation of Gov. W. Averell Harriman, it was established as a permanent body within the executive department of the state government. By that time, it was helping to operate delinquency-prevention projects in New York municipalities containing more than 90 percent of the state's population—mostly projects which Youth Commission representatives helped start in the first place.

By contrast, less than 20 percent of the young people were reached by youth programs when the commission was born in 1945.

"The Youth Commission has the job of leadership," says Mark A. McCloskey, its dynamic chairman, "which means a constant flow of helpful information to communities in the state, supported by competent technical staff help. This year, the state has budgeted \$3½ million as seed money—venture funds to be invested in community activities such as recreation, youth workers in tough areas, and community organizers to coordinate local effort on behalf of youth. Our policy is to support, not supplant, local efforts."

The Youth commission's "seed money" has borne remarkable fruit over the 10 years it has been offered.

"It takes just a little nudge to get things started," says district representative Cosgrove. "We can supply that nudge with our seed money, then everybody turns out to help. I've never seen anything like it. This program has really proved that there's outstanding leadership in every community. We just help identify it and get things rolling, then give assistance along the line as we're needed."

THE NEW YORK youth program dwarfs all others by a considerable margin, both in scope and in time and money invested. New York has appropriated more money for state-wide youth work than all other states combined. As a direct result of its activities, there are more than 20,000 volunteer citizen workers contributing time and effort to the program, and New York towns are spending some \$25 million a year of their own money to make the program effective.