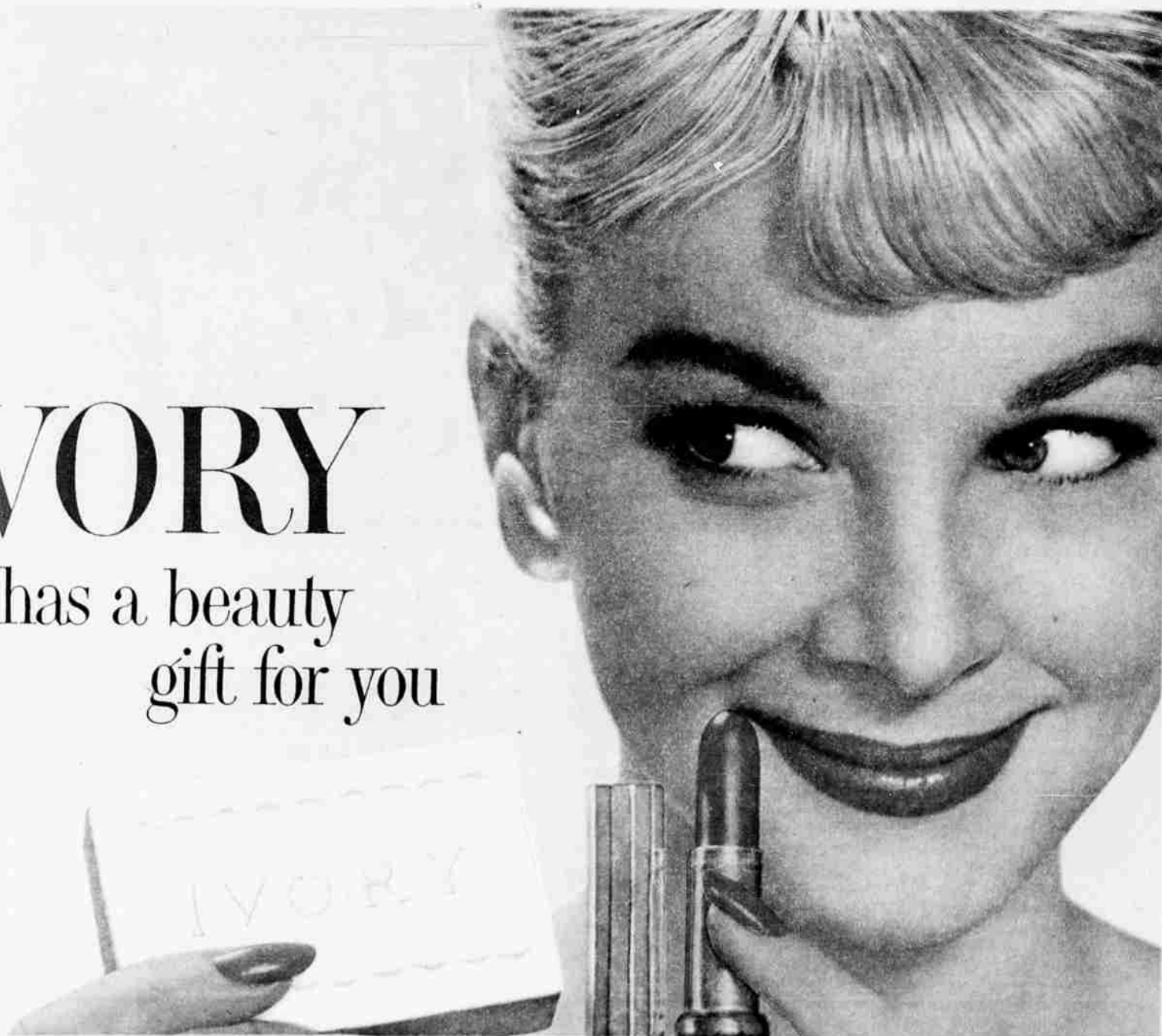


IVORY

has a beauty
gift for you



FREE Max Factor's hi-fi lipstick (75¢ size)

*when you send in special wrappers
from any size Ivory!*



Stock up on pure, mild Ivory Soap for the most appealing gift of all, lovelier skin! You see, in beauty care, there's no substitute for mildness—and Ivory has a mildness all its own. A simple change to regular Ivory care soon has your complexion feeling softer, finer textured—radiant with That Ivory Look!

And with That Ivory Look—how lovely to wear Max Factor's new hi-fi Lipstick—everything you ever wanted—all in one lipstick. To get this 75¢ value free, send in *special* wrappers from 4 Large or 6 Medium Ivory—or the tops cut from the *special* tapes around 3 Personal Size Ivory Beauty Bundles. Look for Ivory in wrappers announcing this offer today. And to get the lipstick shade most becoming to you, indicate your hair color on certificate.

Procter & Gamble,
Department J, Box 22, Cincinnati, Ohio

For each Max Factor Lipstick I enclose *special* wrappers from 4 Large _____ or 6 Medium _____ Ivory, or tops cut from the *special* tapes around 3 Personal Size Ivory Beauty Bundles. My hair color is:
Blonde _____ Brunette _____ Brownette _____ Red _____ Grey _____

NAME _____

ADDRESS _____

CITY _____

ZONE _____ STATE _____

Offer good only in continental U.S.A., including Alaska and Hawaii. Offer expires December 31, 1957. Allow 3 weeks for delivery.