



Uncle Sam's submarines are launched with fancy names these days. This one is the Cuttlefish, the last thing in submarine efficiency, which drew a big gathering to the Groton, Conn., shipyards when she was launched and christened by Mrs. E. A. Bullard, wife of Lieut. Comdr. Bullard.

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Back from Europe with smiles for Manhattan, Raquel Torres (left), Mexican screen star, and her sister, Renee, returning aboard the liner Ile de France en route to Hollywood, where Raquel will resume toil in the studios.

© Wide World Photos.



No — this isn't a picture of a pretty, plump baby-doll! It's a real live little girl — Rhoda Seidel — and those red cheeks are as natural as her sunny smile! Yes — you've guessed it... Rhoda is a booster for Chevy Chase Milk. Her parents are Mr. and Mrs. S. H. Seidel, 500 23rd Street, N. W., Washington, D. C.

**Wise Brothers**  
**CHEVY CHASE DAIRY**

A DIVISION OF  NATIONAL DAIRY



Floating on air. The rare grace of this swan diver, Mary Ellen Shaw, gives a bit of that illusion as she soars from the springboard at Palm Springs, Calif., where the Winter season is still the swimming season.

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**KNEELAST STOCKINGS** by *Vanity Fair*

You can feel the difference with every step!

**\$1.65**

Chiffon and Service Weights

Hostelry protection now assured! The Lastex portion above the knee eliminates the cause of ordinary stocking runs... stretches both ways, over the knee and around the leg, absorbing all strain... neutralizes earlier pull... accommodates all leg lengths... eliminates knee wrinkles and permits unhampered knee action — definitely prolonging the life of the stocking! For Christmas gifts, Kneelast Stockings will give greater enjoyment and satisfaction... At the better stores.

**VANITY FAIR SILK MILLS • READING, PA.**

## Never...Never let impure soap touch your face!



Insulted! That's what Spot is, and Bobby knows it!

"I forgot that a bird dog's nose is so keen," apologizes Bobby, "or I'd never have bathed you with that smelly soap."

Silence.

"Next time, Spot, I'll bathe you with Dad's and my Ivory Soap. It doesn't smell. Then all the family will like you, Spot."

A forgiving tongue licks Bobby's hand.

Why should you endanger your complexion by using an impure soap? You wouldn't if you realized—

That an impure soap may contain free alkali or free fatty acid! Day after day they can work their slow damage by coarsening and drying your delicate skin.

Be wise! Change to Ivory, the creamy-pure soap. Its gentle purity has even the confidence of doctors—and on soaps, a doctor is mighty hard to please! Doctors start babies right with Ivory baths, just three days after they're born. And there is nothing more sensitive than a baby's skin. If you shopped the world over you simply couldn't find a kinder soap for your face!

Just think over the other soaps you know. They promise a lot, but what can they say about purity?

Ivory is proud of its purity. Ivory is willing to prove that it is a gentle youth-protecting soap. Why not try Ivory tonight? See how gently its dainty foam cleanses the pores, how exquisitely fresh it leaves your face! Let Ivory help you keep your skin's silky unspoiled youth!

"Henry Gibson, look at my suit!" moans Mrs. Gibson.

"It looks rather tight," observes Mr. Gibson.

"Have you gained about fifty pounds on this visit?"

"It's ruined!" mourns Mrs. Gibson. "You wouldn't be so cheerful if you knew what I paid for it. Helen's maid washed it. My, I wish I'd brought some Ivory Flakes and done it myself."

(Wool is as sensitive as a baby's skin. That's why salespeople in fine stores advise lukewarm Ivory suds.)



"Oh, uncle-doctor, flowers for me—just as if I were a real actress!" crows Sally.

"And made up like a professional actress, too, I see," criticizes Dr. MacRae.

"Oh, lamb, don't scowl so!" laughs Sally. "The make-up man told me how to use cold cream first—and then, says he, 'Wash your face with Ivory!'"

"Glad to hear it!" says Dr. MacRae, beaming like the noonday sun. "That man has sense. He knows that a soap gets you really clean—and that pure soap is the safest!"

# Ivory Soap



99 44/100% PURE • IT FLOATS