

Longer Life

for the flower-fresh beauty of summer prints with cool-water IVORY SNOW

*the "snowdrop" soap that goes a step
farther in making loveliness last!*

America's pet fashion . . . frosty little
washable prints for hot American summers.

You love them! You live in them! "He"
says you're a dream in them! Naturally
you keep them looking lovely—longer—
with Ivory Snow!

You wash them— AND wash them! Gentle
Ivory Snow care is so kind to colors . . .
gives longer life to their pastel prettiness
. . . their flower freshness.

It's the latest thing! Newer than flake
soaps! Different from cake soaps! Ivory
Snow is Ivory-mild and granulated for
quick sudsing . . . even in cool water!

Wonderful Ivory Snow! The only soap
that combines Ivory-mildness with this
speedy-sudsing "snowdrop" form. It carries
protection a step farther than other
soaps not Ivory-mild.

**That's why so many women give all their
cherished washables Ivory Snow care!** It
keeps them lovely—longer!

P.S. Careful Now! Ivory Snow is made of
vital war materials. Don't waste a bit of it!



*Ivory Snow is the only soap
that is both Ivory-mild and
granulated for speedy sudsing!*

CHECK! COMPARE!

For a month, wash all your nice things only with Ivory
Snow, following tested directions on package. Decide
whether any other soap has ever given you all this . . .

- | | |
|---|---|
| ✓ Such suds even in cool
water! | ✓ Inexpensive to use! |
| ✓ Such quick-dissolving
"snowdrop" granules! | ✓ So quick-cleansing! |
| ✓ So kind to colors! | ✓ So easy-rinsing! |
| ✓ Ideal for stockings! | ✓ Marvelous for wools! |
| | ✓ Gives longer life to the
glamour of washables! |

Cool-Water **IVORY SNOW**
Longer Life for Nice Washables



AMERICA'S NEXT MOVE

Continued from page two

ourselves with a lot of bills to be collected. Remember
the war debts after World War I? There's no profit
in that. All right, so why not —

4. *Give it away.* Well, in my opinion there are objections
to that, too: It's bad for our country to end up
in the role of Santa Claus; it's bad for other countries
to end up as receivers of charity.

So, there are four choices and none of them fits
the problem. Does that mean we're stuck? Let's think
a little harder and see if we can find an answer.

Can't we invent a new kind of currency: Instead
of giving the stuff away or selling it for dollars that
will never be paid, can we "sell" it for something that
has real value for the American people?

How would it work? Here is the plan — and we
have good precedents for it in similar plans now in
effect between the United States and China, and the
United States and Latin America.

Good-Will Endowment Fund

IN DISPOSING of surplus war goods in other countries,
we would approach the problem on a hard-headed
dollars-and-cents basis. Where practical, we would
dispose of them for a certain amount of cash, or goods
actually wanted or needed in the United States. But
for the major part of the payment we would ask the
receiving nation to agree to establish what is, in
effect, an "endowment fund," dedicated to building
better understanding between that country and ours.

Once normal conditions are established, that fund
would provide for regular exchange visits between
citizens of the two countries. **Such exchanges should
include groups of teachers, students, journal-
ists, labor leaders, farmers, musicians, artists,
workers, scientists and business leaders.** They
would not go as tourists — they would go as working
students, first-hand observers or technicians. Details
could be worked out by our State Department to
provide a wide cross section of both countries along
the lines of the excellent Cultural Co-operation pro-
gram now in effect with the Latin American countries.
That program, financed largely by the U. S. Treasury,
has already paid us big dividends in better under-
standing in this hemisphere. Now we can use surplus
war goods to make the program world-wide.

The expense of the exchanges would be borne in
whole or large part by the country receiving our sur-
plus goods. In my opinion it would be a much more
practical arrangement than lump payment in goods
or dollars: first, it would spread the payments out
over a long period of years; second, it would be less
disturbing to the economic equilibrium of the coun-
tries concerned than a transaction based wholly on
the immediate delivery of gold or goods.

Ideas Work for Freedom

EXCHANGE visits are only one possibility. There are
many other specific things which can contribute to
breaking down the walls between countries. One
example: agreements or concessions between the
United States and the receiving countries to keep
their press, moving picture theaters, and radio sta-
tions always open for the free interchange of ideas.

Doubtless at this point many Americans will say,
"Look, we're not getting our money's worth." But
think of the alternatives: Under any other conceiv-
able arrangement we will end up with a lot of rusty
outmoded equipment on our hands, or a lot of bad
debts in our Treasury Department. **Under this plan,
at least, we are making a positive step toward
peace, prosperity and international good will.**

Picture such a plan in operation over a period of
years. Gradually our nation and other nations would
learn to know each other, not through propaganda,
but through firsthand knowledge. Remember: the
thing we are fighting is the concept of dictatorship,
which always grows up behind the walls of secrecy,
suppression, fear and force. Unless we want to travel
the road to new, more costly and more cruel wars,
we must break down those walls so that the ideas of
freedom can travel triumphantly around the world.