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-longerwith Ivory Snow!

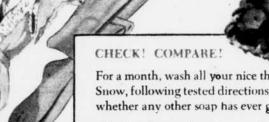
> You wash them - AND wash them! Gentle Ivory Snow care is so kind to colors . . . gives longer life to their pastel prettiness ... their flower freshness.

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!



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
- Such quick-dissolving 'snowdrop" granules!
- √ So kind to colors!
- √ Ideal for stockings!
- ✓ Inexpensive to use!
- √ So quick-cleansing!
- √ So easy-rinsing!
- ✓ Marvelous for wools!

glamour of washables!

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



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, journalists, 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 program 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 understanding 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 surplus 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 countries 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 stations 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 conceivable 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.