



To keep the children clean

NOTHING does more to make cleanliness attractive to youngsters than Ivory Soap. In place of the ordinary thin, slow-forming lather it gives one which is thick, rich and smooth and which forms instantly. Instead of sticking to the skin and making a greasy gloss, it rinses easily, leaving the skin clean of soap as well as of dirt. Instead of burning the skin and making it smart long after the toilet, it feels mild and grateful and leaves no irritation whatever. Instead of sinking out of sight and reach, it floats conveniently at hand.

That millions of children have been "brought up" on Ivory Soap is the best proof that it is the soap for you and yours.

5 CENTS

IVORY SOAP. .



IT FLOATS

. . 99 ⁴⁴/₁₀₀ % PURE

Made in the Procter & Gamble factories at Hamilton, Canada