



Your Toilet

TO make your toilet quickly, yet faultlessly, the soap you use must lather freely, rinse easily and leave no irritation requiring the application of powder, cream or lotion.

Ivory Soap makes a copious lather in hard or soft water almost instantly. Just a few turns of the cake between the hands and you have a soft, thick, lively layer of minute soap bubbles far different from the average slow-forming, thin lather.

Ivory Soap does not stick to the skin. Just a few dashes of water and it vanishes. There is no free oil in it to leave a greasy gloss requiring long, tedious rinsing.

Ivory Soap removes dirt without smarting and burning. After the rinsing and drying, the skin feels only the pleasant sensation of perfect cleanness. Powders, creams and lotions cannot improve it. There is no irritation to allay.

5 CENTS

IVORY SOAP



99 $\frac{44}{100}$ % PURE

IT FLOATS

Made in the Procter & Gamble factories at Hamilton, Canada