



Your Hair

FOR your hair to look its best the shampoo must not impair the oily secretion of the scalp; otherwise the hair will become dry and brittle.

Ivory Soap is so mild and pure that it does nothing but cleanse. Its copious lather enables it to absorb the dirt and any excessive oil there may be upon the hair, but, because of its freedom from alkali and other harsh materials, it does not affect the tiny oil ducts at the roots.

Because Ivory does not contain unsaponified oil it does not stick to the hair. Rinsing is quick, easy and thorough, leaving the hair in condition to dry soft, silky, fluffy and glossy.

IVORY SOAP SHAMPOO.—Make a warm suds with Ivory Soap Paste (see directions inside wrapper). Saturate hair and scalp. Rub the scalp with the paste and dip the suds over it. Rinse with spray or cup, gradually cooling the water. Dry by rubbing, in the sun if possible, but do not use strong heat.

5 CENTS

IVORY SOAP



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

IT FLOATS

Made in the Procter & Gamble factories at Hamilton, Canada