



Your Bath

You will find an Ivory Soap bath *different*. Ivory works up instantly into a thick, soft, copious lather which spreads easily over the body and does not dry on the skin. It rinses quickly; no soap remains in the pores. The body glows after the "drying off" but does not shine because there is no unsaponified oil in Ivory. Your skin never smarts or burns after an Ivory Soap bath. Instead, you have a feeling of delightful exhilaration. An added advantage of Ivory in the bath is that it floats and is always within reach. You are not likely to slip on it in getting out of the tub.

IVORY SOAP  99⁴⁴/₁₀₀ PURE

IT FLOATS

Made in the Procter & Gamble factories at Hamilton, Canada

