



Your Bedtime Bath

WHILE it is the water, of course, that soothes the nerves and makes the bath before retiring conducive to sound, refreshing sleep, still the water can do its best only when Ivory Soap absorbs the skin's excretions. Then the pores are opened and cleaned and the tiny bubbles of Ivory lather carry the water into closest contact with the blood vessels under the skin.

Ivory Soap is especially good for warm water bathing because of its extreme mildness and purity. No matter how tender a skin may be nor how sensitive it may become from the heat of the water, Ivory never causes the slightest irritation. Its freedom from alkali permits its unrestricted use under the most trying conditions.

IVORY SOAP .  . 99 ⁴⁴/₁₀₀ % PURE
IT FLOATS

Made in the Procter & Gamble factories at Hamilton, Canada