



*Does your face smart and burn
after the toilet?*

DO not think that you have to stand this discomfort simply because your skin is unusually tender.

No matter how delicate your skin may be, it will not be irritated if you will use soap that does not contain uncombined alkali and other harsh ingredients.

Ivory Soap is made of the choicest oils and is manufactured so skillfully and so carefully that no free alkali remains in the finished product. It is pure soap of the highest grade—nothing else.

Millions of people have used Ivory Soap for many years because they never have known it to irritate the skin in the slightest degree. No skin—not even a newborn baby's—is harmed by Ivory Soap. Any skin feels grateful for its use.

5 CENTS

IVORY SOAP . .



. . 99 ⁴⁴/₁₀₀ % PURE

IT FLOATS

Made in the Procter & Gamble factories at Hamilton, Canada