



Your Bath

YOUR bath should be a distinct pleasure instead of a part of the day's routine. The soap makes all the difference.

Ivory Soap lathers so freely and feels so mild you can take great handfuls of the bubbling lively suds and rub them into the pores.

This is far different from rubbing soap on a wash-cloth and passing it over the skin. You enjoy not merely the cleansing effect of the pure white soap and the clear sparkling water combined in the millions of minute bubbles but also the refreshing action of a thorough massage.

Afterwards, the smooth Ivory lather can be rinsed out as easily as it is rubbed in. Every particle of the soap is loosened and dissolved immediately, leaving the pores clean in the strictest sense.

The rubdown can be as brisk as you wish because no part of the skin is made sore or sensitive by the soap. And last, but not least, from the time you step into the tub, the floating cake is right at hand and in sight.

IVORY SOAP

5 CENTS



IT FLOATS

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

Made in the Procter & Gamble factories at Hamilton, Canada