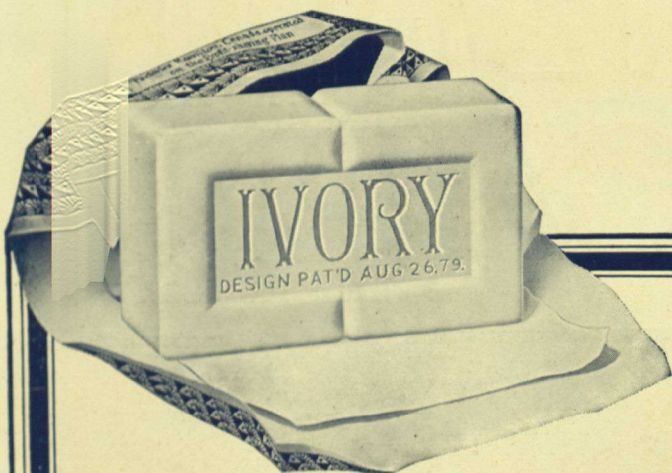




The Why of the Lather

IT is the Ivory lather that makes Ivory Soap so satisfactory for bath and toilet. It is thick, copious, lively; this is because it is one tiny bubble after another instead of a thin, slimy soap solution.

It does not irritate the skin; this is because Ivory Soap contains no free alkali to smart and burn.

It rinses easily; this is because Ivory Soap contains no unsaponified oil to make it stick to the skin.

It cleanses thoroughly; this is because Ivory Soap is so pure.

You owe it to yourself to see how Ivory Soap lathers, how Ivory lather feels and how Ivory lather acts.

IVORY SOAP



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

IT FLOATS

Made in the Procter & Gamble factories at Hamilton, Canada