



Your Skin in Winter

IF you work indoors your skin is sensitive to the cold. To prevent chapping, you should be careful to close the pores by rinsing with cold water, to remove all moisture by drying thoroughly and to avoid soap which irritates the skin and makes it all the more sensitive to wind and frost.

When using Ivory Soap you can be certain that the skin is not touched by any injurious material. It is made of the choicest oils and is entirely harmless.

IF you are out in the weather most of the time, the reaction against the cold forces the blood to the surface and makes the skin hot and sensitive when you come indoors. To bathe in comfort, the soap you use must be exceedingly mild and gentle.

Ivory Soap does not rely upon harsh materials to do its work. It cleans because of its purity and copious lather. It is free from every ingredient that could feel ungrateful to the tenderest skin.

5 CENTS

IVORY SOAP



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

IT FLOATS

Made in the Procter & Gamble factories at Hamilton, Canada