



You never again need  
"economize" on toilet soap

# Guest IVORY IS HERE!

Hidden from the children (and maybe your husband, too) there is probably a precious cake of expensive toilet soap somewhere on your bathroom shelves.

But when you have adopted Guest Ivory for your own face and hands, even the *youngsters* can use a fine toilet soap, *as often as they like*, and you need not bother about expense.

Guest Ivory is a toilet soap so fine, so gentle, so mild, so charmingly designed and wrapped that you would probably expect to pay many times its price.

It has no superior in quality at *any* price. If we were to charge you *a dollar a cake*, we could give you no finer soap.

Yet for *a* cake of dainty Guest Ivory you pay only five cents!

Your surprise at this news will be equalled only by your gratification the first time you use Guest Ivory.

## Let Guest Ivory preserve the natural beauty of your skin

The highest authorities on the care of the skin say that the simplest treatment is the best. They urge women to wash their faces once or twice a day with warm water, mild soap, and a soft cloth or brush; and then to follow each washing with a dash of cool or cold water. If you will do this, using Guest Ivory, your skin will have that delightfully smooth, refreshed, *alive* feeling that comes from perfect cleanliness.

Guest Ivory makes no claim to "magic"—our many years of experience in soap-making have taught us that all any soap can do is to cleanse. We have made Guest Ivory with such infinite care, from such fine ingredients, that it cleanses *safely*. Guest Ivory, made in Canada, is therefore fast becoming the favorite soap of the most discriminating Canadian women.

PROCTER & GAMBLE

As fine as  
Soap can be  
5cents

99<sup>44</sup>/<sub>100</sub> % PURE • IT FLOATS



ACTUAL SIZE