



Your Skin

TO glow with health your skin should be kept clean not merely in the ordinary sense but in the sense which doctors know as "aseptic" cleanness.

The purer a soap is, the better able it is to produce this scrupulous cleanness.

Ivory Soap is as pure as soap can be. It is free from dirt, free from adulterants, free from harsh materials. It is s-o-a-p in the strictest sense.

Ivory Soap is so pure that it is used widely by hospitals and in general medical practice. A simple illustration of its ability to clean aseptically is its use for sterilizing hands and utensils in sickroom and nursery.

Use Ivory Soap for your bath and toilet and you will have the satisfaction of knowing that your skin is being kept in the cleanly condition which leaves nature free to do her best.

5 CENTS

IVORY SOAP . . .  . . . 99 ⁴⁴/₁₀₀ % PURE

IT FLOATS

Made in the Procter & Gamble factories at Hamilton, Canada