



What does your mirror say?

The mirror tells a pleasing tale to the woman who uses nothing but Ivory Soap for her toilet, shampoo and daily bath. It praises her firm, clear skin, glowing with the pink undertone of perfect health. It compliments her hair—soft and lustrous and vigorously alive.

Ivory's value lies in the absolute purity of its ingredients and in its freedom from uncombined alkali and harsh, drying materials. It cannot irritate the tenderest skin nor impair the natural beauty of the hair.

The belles of forty years ago retained their roseleaf complexions by the use of Ivory Soap. Women today can find no better foundation for lasting loveliness of skin and hair than the continued use of Ivory's thick, creamy, fragrant, refreshing lather.

IVORY SOAP



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

IT FLOATS

Made in the Procter & Gamble factories at Hamilton, Canada

