



The New Lather

The Ivory lather is formed quickly. It is thick and copious so that your entire body can be covered easily. It holds together and lasts so that you can massage your skin thoroughly without having the soap become dry and stiff. And you can rinse it away as quickly as it is made because it contains no unsaponified oil to make it stick to the skin.

If you have been using soap that gives a thin, sticky, slimy lather, the Ivory lather will be a revelation.

IVORY SOAP



IT FLOATS

99⁴⁴/₁₀₀ % PURE

Made in the Procter & Gamble factories at Hamilton, Canada