



Women who do their own work

WOMEN who do their own work usually find it hard to keep their hands soft and white. The reason is, they use ordinary soap which almost always contains free alkali and other harsh materials.

As soon as they begin to use Ivory Soap, not only for bath and toilet, but for fine laundry work, dishes, woodwork, windows and general cleaning, they no longer are troubled with unsightly, smarting hands.

You will find Ivory Soap no more harmful to your tender skin than pure, clear, sparkling water.

IVORY SOAP . . .  . . . 99⁴⁴/₁₀₀ % PURE

IT FLOATS

Made in the Procter & Gamble factories at Hamilton, Canada