



Soft White Hands

Washing dishes or cut glass with Ivory Soap will not roughen or redden your hands as when ordinary soaps are used. Ivory contains no free alkali or harsh materials to injure the tender skin. When you consider the money housekeepers spend for lotions and creams to keep their hands presentable, the use of Ivory Soap in the kitchen can be recommended as an economy.

IVORY SOAP  **99 $\frac{44}{100}$ % PURE**
IT FLOATS

Made in the Procter & Gamble factories at Hamilton, Canada

