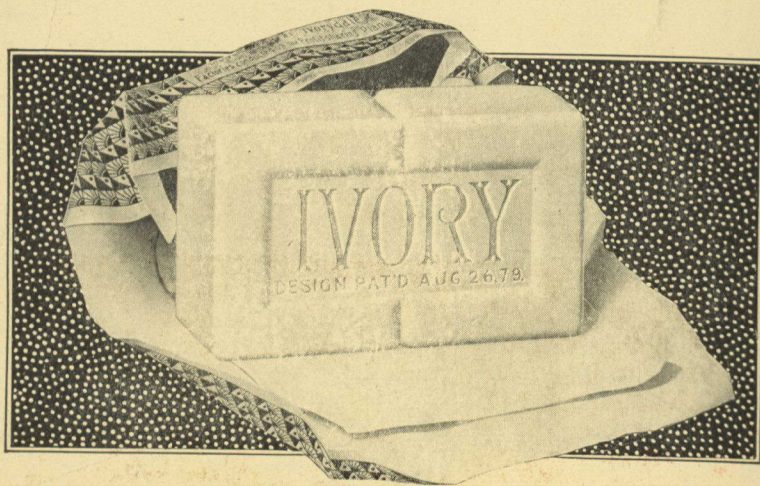




Your Hands

TWO things determine the condition of your hands—the work you do and the soap you use.

If you do no manual labor, the skin is tender so that alkaline soap is almost certain to leave its mark.

If your work tends to irritate or roughen your hands, alkaline soap only irritates them the more.

In either event, Ivory Soap is best for you.

It is so mild and pure that it cannot leave the slightest hint of redness even after bathing the tenderest hands.

It is so free from uncombined alkali and all harsh materials that, no matter how sore the hands may be, it can be used with entire comfort and entirely to the skin's advantage.

5 CENTS

IVORY SOAP



IT FLOATS

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

Made in the Procter & Gamble factories at Hamilton, Canada