



Rinsing

IVORY SOAP rinses easily. It does not stick to the skin because it does not contain unsaponified oil.

The rinse water, whether cold or warm, removes every particle of soap instantly. The pores are left clean in every sense—clean of dirt, clear of soap.

There is no smarting or burning. The skin dries soft and smooth without a suggestion of soapy shine.

The skin feels comfortable and looks its best after an Ivory Soap bath because it really is clean in the strictest sense.

5 CENTS
IVORY SOAP . . .  . . . 99 ⁴⁴/₁₀₀ % PURE
IT FLOATS

Ivory Soap is made in the Procter & Gamble factories at Hamilton, Canada.