



Your Face

TO hold that beauty in the face which is health, the skin must be clean—not merely free from dirt but clean with the perfect cleanness of unclogged pores and freedom from irritation.

The only way to produce cleanness of this kind is to use a soap that can be rubbed into the pores without smarting, and then rinsed out completely without leaving tiny particles of soap sticking to the skin.

Ivory Soap cannot irritate. It does not contain uncombined alkali or harsh materials of any kind. It is as harmless as pure water. The face can be massaged with its thick, copious lather without feeling the slightest discomfort.

Ivory Soap rinses easily. It does not contain unsaponified oil which sticks to the skin and makes thorough rinsing impossible. No matter how vigorously the Ivory lather is rubbed into the pores, the rinsing leaves the skin clean in the strictest sense without a suggestion of greasy gloss.

5 CENTS

IVORY SOAP



IT FLOATS

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

Made in the Procter & Gamble factories at Hamilton, Canada