



If you work with your hands—

you may think that, to remove the dirt and grime, it is necessary to put up with strong, harsh soap.

Try Ivory Soap and you will find that it cleans the hands without cutting away the dirt through friction and without eating away the dirt through the action of free alkali. It does not irritate the skin in any way and yet—*it cleans.*

Ivory Soap removes the dirt by softening, loosening and dissolving it. Ivory is able to do this because its lather is so copious, rich, thick, lasting, and because it is so pure and so high in quality.

Ivory Soap is unusual in its combination of mildness and efficiency. It is a delightful surprise to all who have been keeping clean at the expense of the comfort and appearance of the skin.

5 CENTS
IVORY SOAP . . .  . . . 99 $\frac{44}{100}$ % PURE
IT FLOATS

Made in the Procter & Gamble factories at Hamilton, Canada