



Your Hands First!

It would be an economy for you to use Ivory Soap for washing dishes. Its gentle action cannot roughen the skin; the hands need no extra attention after one works with it. And it costs so little more than ordinary yellow soaps and so little is needed for the work that the difference in cost is not worth considering.

Try Ivory Soap a week for washing dishes and notice the difference in your hands—and in the dishes.

IVORY SOAP



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

IT FLOATS

Made in the Procter & Gamble factories at Hamilton, Canada

