



The Baby

It is very easy for a baby's skin to become chafed and sore either from the bathing or from garments that have lost their softness in the wash, and it always is a troublesome matter to keep nursing bottles and other utensils sweet and clean.

The only safe way is to use the mildest, purest, whitest soap to be had. That is Ivory Soap. It is impossible to make soap of higher quality, no matter what the price may be. When you use it, you know that, so far as bathing and cleansing are concerned, you are doing your best to keep baby healthy and good-natured.

IVORY SOAP



IT FLOATS

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

Made in the Procter & Gamble factories at Hamilton, Canada