



White Clothes

Ivory Soap will not stain your white garments, nor will it harm their texture no matter how often it is used. There is nothing in it that can cause damage. It contains no free alkali, no materials of any kind that can harm color or fiber or leave a disagreeable odor. It is nothing but white, pure soap, and that of the highest quality.

IVORY SOAP  **99 $\frac{44}{100}$ % PURE**
IT FLOATS

Made in the Procter & Gamble factories at Hamilton, Canada

