



*"Tell me thy company and
I will tell thee what thou art."*

WE should like you to apply this test to Ivory Soap. Ivory Soap's friends include the following:

Doctors and nurses use Ivory Soap. Medical practice requires aseptic cleanness. The purer a soap the more nearly does it produce aseptic cleanness.

Athletes use Ivory Soap. After exercise the pores are wide open and the skin is irritated easily. Soap must be exceedingly mild to give satisfaction at this time.

Mothers use Ivory Soap in the nursery. The tenderest thing in the world is the skin of a new baby. Nothing but the highest quality of soap can be used safely.

5 CENTS

IVORY SOAP . .



IT FLOATS

. . . 99 ⁴⁴/₁₀₀ % PURE

Ivory Soap is made in the Procter & Gamble factories at Hamilton, Canada.