



Quality

IVORY SOAP is of the highest quality. This statement is made without reservation. The question of price need not be considered. No soap at any price is of better quality than Ivory.

Ivory Soap is made of the choicest materials. The most expensive vegetable oils are selected. Each ingredient is the best of its kind.

Ivory Soap is made with the utmost skill and care and in factories whose equipment is the best.

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

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