



Good for Everything

When one is maid-of-all-work, as well as mistress, Ivory proves itself again the ideal soap.

Ivory Soap, as most housekeepers know, is a wonderfully efficient, all-round cleanser. Yet, because it is also the best possible soap for the toilet and daily bath, it leaves the hands soft, white and attractive for one's social duties.

IVORY SOAP



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

IT FLOATS

Made in the Procter & Gamble factories at Hamilton, Canada

