



For Everything

Ivory Soap is suitable for a hundred and one things besides the bath and toilet. You can use it for fine laundry work, for dishes, for silver, for woodwork, for carpets. Almost anything that cannot be entrusted to ordinary soap can be entrusted to the mild, white, neutral Ivory.

IVORY SOAP



IT FLOATS

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

Made in the Procter & Gamble factories at Hamilton, Canada