



Safety First

In the bathtub Ivory Soap means not only convenience, but freedom from possible injury because Ivory Soap floats at hand and in sight instead of sinking to the bottom of the tub where it may be stepped upon. You will find the floating Ivory an improvement in every way.

IVORY SOAP



99⁴⁴/₁₀₀% PURE

IT FLOATS

Made in the Procter & Gamble factories at Hamilton, Canada