



Mildness

IVORY SOAP is mild. It can be used safely to wash anything which water alone will not harm.

Ivory Soap is mild because it does not contain uncombined alkali. It is perfectly made soap in the strictest sense.

Ivory Soap cannot irritate the tenderest skin; nor injure the most delicate fabric.

IVORY SOAP . . .  . . . 99 ⁴⁴/₁₀₀ % PURE

IT FLOATS

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