



Purity Plus

Each ingredient in Ivory Soap is the best of its kind. It contains the most expensive vegetable oils. Yet the makers are not satisfied until all materials are so thoroughly refined that not a particle of foreign matter remains in the finished product. This is why you cannot procure a purer, milder or better soap than Ivory.

IVORY SOAP



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

IT FLOATS

Made in the Procter & Gamble factories at Hamilton, Canada

