



For Tender Skins

Ivory Soap is soothing and comforting to the tenderest skin. Millions of mothers use Ivory for baby's bath because of its mildness and its freedom from materials which irritate. It can be used for toilet, for fine laundering, for washing dishes or glassware, with the complete assurance that it will not roughen or redden the skin.

IVORY SOAP  **99 $\frac{44}{100}$ % PURE**

IT FLOATS

Made in the Procter & Gamble factories at Hamilton, Canada

