



## *For Everybody*

Some people want Ivory Soap to keep tender skins free from irritation.

Some people want Ivory Soap to remove the dirt and grime of rough work.

Some people want Ivory Soap to wash the finer garments.

Some people want Ivory Soap to keep like new many things about the house.

Some people want Ivory Soap to make dish-washing easy.

Everybody needs Ivory Soap for something, because Ivory can be depended upon for every particular need. Its superior quality, mildness and purity insure superior results.

**IVORY SOAP**



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

IT FLOATS

*Made in the Procter & Gamble factories at Hamilton, Canada*

