



Why Pay More?

Ivory Soap could not be made better if it were made to your order at 5 dollars a cake. It is made of the choicest materials. It is made so carefully that it contains no free alkali or unsaponified oil. It is as good soap as you can buy, no matter what you pay.

IVORY SOAP



IT FLOATS

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

Made in the Procter & Gamble factories at Hamilton, Canada