



## *Why Not Economize?*

Pay what you will no soap can do more for you than Ivory Soap. No other soap contains purer or better materials because the world affords no purer or better materials than are used in Ivory Soap. If you have been paying 15 cents to 25 cents for "toilet" soaps you can economize by buying Ivory. You will find Ivory as pleasant and efficient as any soap you have ever used.

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

IT FLOATS

Made in the Procter & Gamble factories at Hamilton, Canada

