



IVORY SOAP lathers instantly. In hard water as well as soft it needs no coaxing.

Ivory Soap lathers copiously. In cold water as well as warm a big, thick, Ivory lather is worked up in a minute.

Ivory Soap lather is soft, smooth, delightful. There is no feeling of sting or harshness.

Ivory Soap lather is lively, bubbly—far different from the thin, dead, slimy lather of so many soaps.

It is the Ivory lather that makes the Ivory Soap bath so satisfactory.

5 CENTS
IVORY SOAP . . .  . . . 99 ⁴⁴/₁₀₀ % PURE
IT FLOATS

Ivory Soap is made in the Procter & Gamble factories at Hamilton, Canada.