



*Whatever  
You Ask*

Ivory Soap knows no limitations. It will meet all your needs. It is equally satisfactory for the toilet, the bath, clothes, dishes, because it is pure, high grade soap and nothing else.

**IVORY SOAP**



IT FLOATS

**99<sup>44</sup>/<sub>100</sub>% PURE**

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