



For Baby's Bath

Baby gurgles with delight when he is dipped into the fragrant, bubbling lather of an Ivory Soap bath.

He enjoys the cleansing suds from the top of his yellow curls to the tips of his crinkly pink toes. Ivory always is mild, pure, gentle—never irritates. It is so free from harsh, drying materials that it feels cool and soothing to the most sensitive skin.

You will find Ivory Soap in the bath-tubs of the best cared for babies everywhere—in beautiful nurseries, in spotless, sanitary hospitals, and in modest homes where tenderness and good sense prevail. It is the pure, safe soap for young—and old.

IVORY SOAP



99⁴⁴/₁₀₀ % PURE

IT FLOATS

Made in the Procter & Gamble factories at Hamilton, Canada

