



It Floats

IVORY SOAP floats. It is the original floating soap. This quality gives Ivory Soap distinct advantages.

Ivory Soap always is at hand; one does not have to grope for it nor is it left in the water to waste away.

Ivory Soap always is in sight; there is no danger of injuring oneself by stepping on the cake in the bathtub.

Even if Ivory Soap were no better than other soaps its floating qualities would make it more desirable.

IVORY SOAP...  ... 99 ⁴⁴/₁₀₀ % PURE

IT FLOATS

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