



Strictly Vegetable

The finest vegetable oils are imported for Ivory Soap. The greatest care is used in its manufacture. Everything is done to keep every cake of Ivory Soap up to the highest standard. Its makers have succeeded in doing this for thirty-nine years. This record should recommend it to you.

IVORY SOAP



IT FLOATS

99 $\frac{44}{100}$ % PURE

Made in the Procter & Gamble factories at Hamilton, Canada