



Tenderer than Skin

The laundry work for which Ivory Soap is used is another proof of its excellence for bath and toilet. For Ivory Soap washes safely the exquisite linens and laces, the gossamer-like silks, the delicately colored materials which will show the effect of the slightest particle of free alkali or any other harsh material sooner even than your tender skin.

IVORY SOAP



IT FLOATS

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

Made in the Procter & Gamble factories at Hamilton, Canada