



THESE are the uses for which Ivory Soap is especially suited:

For toilet and bath because it lathers freely, rinses easily, floats, and does not smart or burn.

For nursery use because it cannot irritate the tenderest skin.

For washing fine fabrics because it cannot injure anything that water itself does not harm.

For washing dishes because it does not roughen the hands.

For cleansing better-than-ordinary home furnishings because it cleanses thoroughly without injuring.

Anybody can afford to use Ivory Soap for all these things because it costs but five cents a cake.

5 CENTS
IVORY SOAP . .  . . 99 $\frac{44}{100}$ % PURE
IT FLOATS

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