



*As if made  
to your order*

Ivory Soap is white. Ivory Soap is pure. Ivory Soap contains no harsh materials of any kind. Ivory Soap lathers quickly, copiously, bubblingly. Ivory Soap contains no unsaponified oil to retard rinsing. Ivory Soap floats. Ivory Soap sells for a few cents. Ivory Soap combines all the qualities you like.

**IVORY SOAP**



IT FLOATS

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

*Made in the Procter & Gamble factories at Hamilton, Canada*