



# Purity

IVORY SOAP is pure in that it contains no materials other than those needed for the making of high grade soap. It contains no bleach to make it white; no filler to give it weight.

Ivory Soap is pure in that its materials are refined so thoroughly that there is no dirt or foreign matter in the finished product.

Ivory Soap is pure in that the fat and alkali are combined so skillfully that there is no free alkali or unsaponified oil in a single cake.

IVORY SOAP..



IT FLOATS

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

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