



## Quality First

Ivory Soap is not being advertised to you because it sells for a few cents. We could not expect you to use it solely because of the saving in cost.

Ivory Soap is being advertised because it is the best soap that can be made. You should try it because of its quality. If you do, you will continue to use it for the same reason.

**IVORY SOAP**  **99 $\frac{44}{100}$ % PURE**  
IT FLOATS

Made in the Procter & Gamble factories at Hamilton, Canada

