



**H**OW can you decide whether the soap you are using is the best to be had? Though its virtues be suggested in the pictures of pretty faces and extolled in claims almost impossible of fulfillment, the practical man—or woman—determines the *real* worth of a soap by asking these simple questions:

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|---|--|
| 1—Does it lather abundantly?                  | 5—Has it the whiteness that indicates highgrade ingredients?   |
| 2—Does it rinse easily?                       | 6—Has it the unobtrusive fragrance that refined people prefer? |
| 3—Does it feel mild?                          | 7—Does it float?   |
| 4—Has it the purity to insure perfect safety? |  |

If you must answer "No" to any of these questions, you are not enjoying the greatest possible satisfaction that soap can give.

If your answer is an unqualified "Yes," you undoubtedly are a user of Ivory Soap. All seven of the fundamental qualities that soap should have are developed to so high a degree in Ivory that its superiorities are an open book to its millions of users. They *know* that Ivory is as nearly perfect as soap can be, and they are given fresh proof of it every time they use it for toilet, bath, shampoo, nursery and fine laundry.

**IVORY SOAP**



*The White Floating Soap*

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

Made in the Procter & Gamble factories at Hamilton, Canada

