



IVORY
DESIGN PAT'D AUG 26, 79.

No Free Alkali

Examine a piece of fine lace that has been washed with Ivory Soap. Notice how clear it is, how much it feels like a new piece, how fresh and unworn it looks.

It is tests such as this that show you the all-round quality of Ivory Soap—its mildness, purity and freedom from uncombined alkali.

IVORY SOAP



IT FLOATS

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

Made in the Procter & Gamble factories at Hamilton, Canada