



Cost

IVORY SOAP sells for five cents per cake. This is the lowest price for which soap suitable for personal use can be bought. Most so-called "toilet" soaps cost two to five times as much. You pay less per cake for Ivory Soap and you get more soap.

This comparison of values does not include quality. If quality is considered the balance in favor of Ivory is greater still because Ivory Soap is the mildest, purest, highest grade soap that can be made.

5 CENTS
IVORY SOAP...  ... 99 ⁴⁴/₁₀₀ % PURE
IT FLOATS

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