

SMALL SIZE

IVORY

PROCTOR & GAMBLE

Soap

IVORY

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IVORY SOAP is so mild it is safe for the daily care of a tiny baby's tender sensitive skin.

MORE DOCTORS advise IVORY for babies and adults, than all other brands of soap together.

FOR EVERY USE- complexion care, bath, dishwashing, cleaning jobs about the home.

THERE IS NO FINER, BETTER SOAP THAN IVORY.

99 44/100 % PURE.. IT FLOATS

1943

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DRAWN BY PJ PHILLIPS