A child fresh from its bath in clean dainty clothes is a suggestion of Ivory Soap. All dainty washable things may be restored to their original freshness without injury, by use of Ivory Soap.

A WORD OF WARNING. There are so many white soaps, each represented to be "just as good as the Ivory." They are not, and are often troublesome to the consumer. Ask for "Ivory Soap and Frequent use of it will show that no substitute can be made for the genuine Ivory Soap, as its action is absolutely unique in the world. No other soap is made of such minutes molecules, so much loved by the public. To this day, Ivory Soap is recognized as one of the genuine household friends.