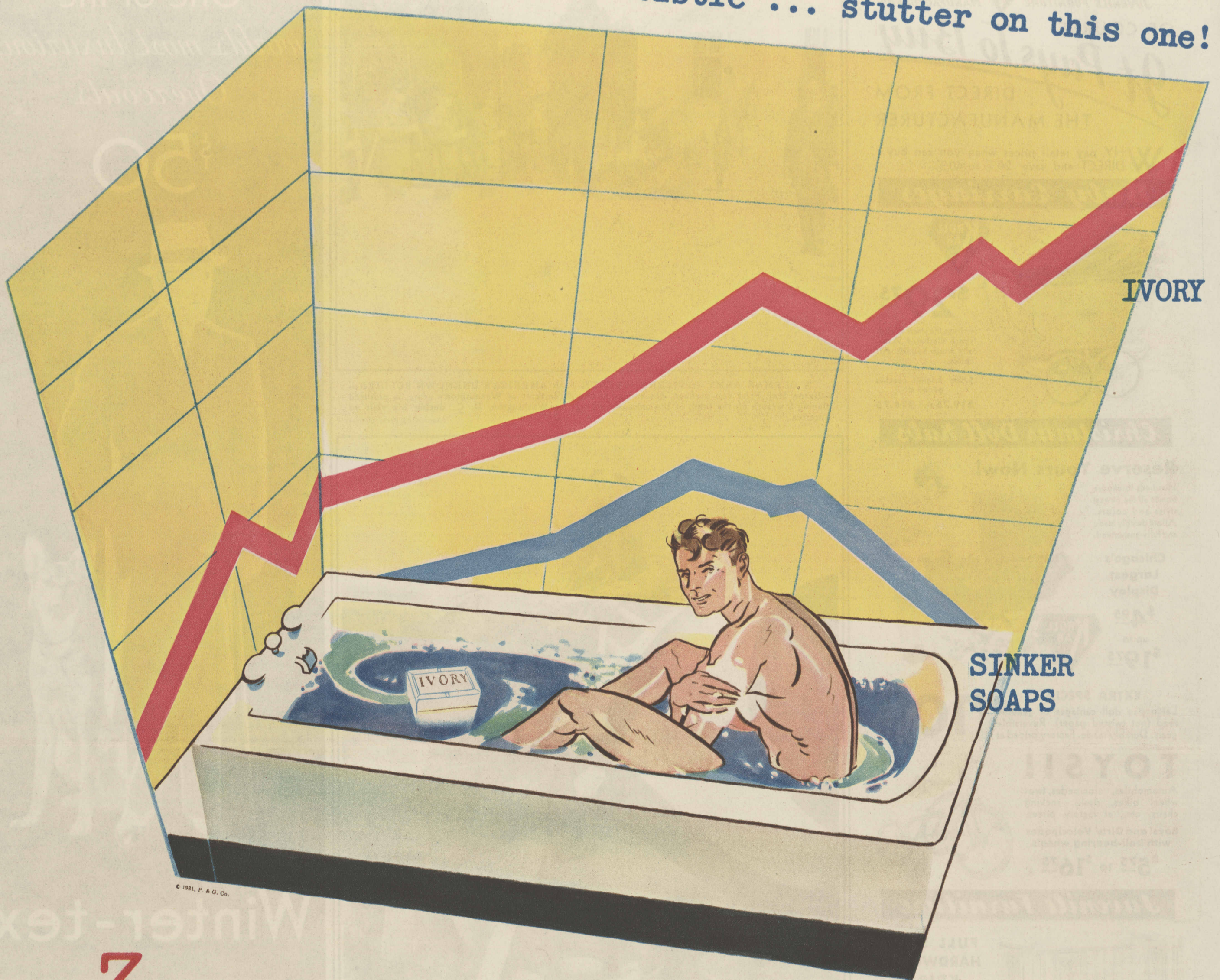
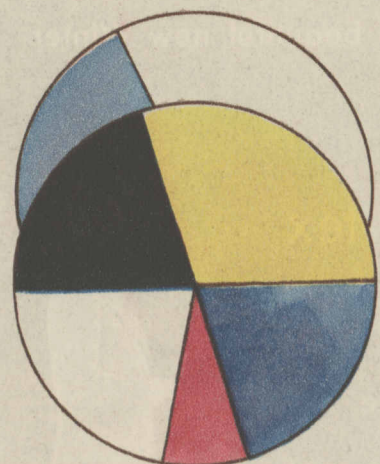


If you like a statistic ... stutter on this one!



3.19148 times as many

SALES MANAGERS prefer IVORY



You can't talk business nowadays without tripping over a % or bumping into a round figure. We've discovered that sales managers, for instance, munch statistics between meals.

Ivory has never floated on a sea of percentages, but if you must have your daily statistic, here's a humdinger—

Seven hundred and fifty-one sales managers (751) of corporations (751) of over 1/2 million capitalization (\$500,000) answered one (1)

question:—"Which bath soap do YOU prefer?"

How cold figures can shout! 3 to 1, these sales managers backed Ivory as the business man's favorite. Bringing the results down to a decimal point, *3.19148 times as many sales managers chose Ivory as chose any other soap.*

This wasn't strange. A sales manager sees a falling sales curve when his bath soap sinks.

But he feels on top of the world when Ivory rides high and handsome on his bath waves. Blessed the wife who knows that a man's hands chum up to a fist-filling cake of Ivory. Every time, it comes bubbling through with a 100% quota of foam. No slumps or depressions in the tub where Ivory is afloat!

Will wives please note—and kindly oblige?

IVORY SOAP

KIND TO EVERYTHING IT TOUCHES • 99 44/100 % PURE • IT FLOATS