

The Fascinating Story of Ivory Soap

"... out of the ivory palaces ..." Psalm 45:8

If the saying is true that "Cleanliness is next to Godliness" Ivory soap is at front of the line. The story of Ivory soap begins with two immigrants to the United States: **James Gamble**, a candle maker from Northern Ireland and **William Proctor** an apprentice soap maker from England. Both landed in Cincinnati, Ohio; both married daughters of Alexander Norris. At their father-in-law's suggesting, the men founded Proctor and Gamble in **1837** and began producing soap and candles.

The growing Company became a family business, in **1878**, James N. Gamble, Jr. developed a new pure white bar soap. They called it "P & G White Soap." His cousin, **Harley Proctor**, wanted a better name, but no ideas came. One Sunday while Harley was in church, the pastor preached from Psalm 45:8, "*All thy garments smell of myrrh, and aloes and cassia, out of the ivory palaces, whereby they have made thee glad.*" "That's it!" he thought. "We'll call this new soap '**Ivory**'!" Could you imagine what would have happened if Harley Proctor had decided not to go to church that Sunday? Thankfully, he obeyed the Scriptures "*Not forsaking the assembling of ourselves together, as the manner of some is...*" (Hebrews 10:25). Thankfully, he had a pastor who preached the Word of God.

The slogans **99 - 44/100% Pure** and **It Floats** are two trademarks of Ivory soap. Laboratory tests revealed this new soap to be 99 - 44/100 % pure. Ninety-nine percent pure is great for soap — but it's not good enough for heaven. Jesus said, "*Be ye therefore perfect, even as your Father which is in heaven is perfect*" (Matthew 5:48). Only the pure blood of Jesus can wash away our sins. We are redeemed "*with the precious blood of Christ, as a Lamb without blemish and without spot*" (1 Peter 1:10).

Ivory soap didn't always float. In **1879**, only a few months after first being marketed, a worker accidentally left the mixer on while he went on his lunch break. When he returned the mixture was frothy and overflowing. Instead of disposing of the soap, it was made in to bars — which floated because of the extra air mixed in. This is an illustration of how God can take our mishaps and tragedies (like sickness that forced James and William to land at Cincinnati) and turn them into good. "*...all things work together for good to them that love God.*" (Romans 8:28). Today, Proctor and Gamble is an international company that sells over \$20 billion in products annually.

Pastor Dave Harness Sr.

P.S. Certain malicious **rumors** have circulated about the stars and moon trademark. Some have said that Proctor & Gamble is owned by the Moonies, other cults, or the Church of Satan. These rumors are false. Over 150 years ago, in the 1850's, Proctor and Gamble put the stars and moon on boxes of Star candles they sold, and later on soap packages. A good rule of thumb is that if you get a fax or e-mail that asks you to pass it on to everybody on your list — don't. Verify the truth before you repeat a matter.