



Fragrance

The sweet, natural fragrance of Ivory Soap shows that it is made of high grade materials. When you use it there is no question about quality. You know that it is exactly what it is claimed to be—a mild, white, pure soap of the highest grade.

IVORY SOAP



IT FLOATS

99 $\frac{44}{100}$ % PURE

Made in the Procter & Gamble factories at Hamilton, Canada

