



Fragrance

The unobtrusive fragrance of Ivory Soap is not the usual soap perfume.

It is merely the pleasing, natural odor of Ivory's high-grade ingredients. Its delicacy and refinement are two of the reasons why Ivory Soap is used for toilet and bath in so many homes where good taste and good sense prevail.

IVORY SOAP  **99⁴⁴/₁₀₀ % PURE**

IT FLOATS

Made in the Procter & Gamble factories at Hamilton, Canada

