



IVORY SOAP is white—by nature.
No bleaches are used.

Ivory Soap is the rich, creamy white produced by the combination of its high grade ingredients. It is white by nature as milk is white, cotton is white, snow is white.

Ivory Soap is white because it is good. Its whiteness, while desirable in itself, is more important as further evidence of Ivory's quality.

Many people try Ivory Soap because it is this natural creamy white. They continue to buy it because its quality is all that its color implies.

5 CENTS



IVORY SOAP..

IT FLOATS

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

Ivory Soap is made in the Procter & Gamble factories at Hamilton, Canada.