



Bubbles

You can easily distinguish the lather of Ivory Soap from the lather of other soaps because it is an infinite number of minute soap bubbles. It is this, no less than the quality of the soap, that makes the Ivory bath so delightful.

IVORY SOAP



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

IT FLOATS

Made in the Procter & Gamble factories at Hamilton, Canada