

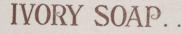
dor

. 99#% PURE

Users of Ivory Soap never tire of its odor because it is natural and unobtrusive. They do not think of Ivory Soap as having an odor.

lvory's odor is best described by saying that it smells clean.

5 CENTS



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

IT FLOATS