



IVORY'S odor is that of its high grade materials. It smells sweet because it is good. It has nothing to hide with perfume.

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.

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

IVORY SOAP...  ... 99 $\frac{44}{100}$ % PURE
IT FLOATS

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