

Think What Such Soap as This Means in Your Home

Soap for the Toilet—

—Soap for the Work

Infants' Delight

Think how unwise it is to continue using common soaps when you can have INFANTS' DELIGHT for no greater expense. For this soap is different from any you have ever known. We go ten thousand miles to the Orient for pure cocoanut oil and to the gardens of France for the best olive oil we can buy. So we put our very best into every cake.

Then we mill the soap by our secret process and crush it under a weight of 30 tons. After this it goes through heavy granite rollers and comes out in miles of silky ribbons—then it is pressed into cakes. Can you imagine a more delightful soap for washing, bathing, manicuring or shampooing? Ask your dealer for a cake—it's 10c everywhere.

Taylor's

Borax Soap

Here is a soap that does its work almost like magic. Where other soaps cleanse it goes further and whitens and purifies. In the kitchen it digs into the corners of the dishes and cuts away the grease in a hurry. In the laundry it saves most of the rubbing for it dissolves the dirt instantly and makes the clothes snowy white. The clothes come out free from any soapy smell—the colored goods brighter and the woolens softer than ever before.

Borax makes hard water soft and is as harmless to the hands and clothes as common salt. Please try one bar of this soap with your next washing—see how it saves its own cost by lasting longer and reducing the work to half. Price 5c a bar at all dealers.



FOR WASHING



FOR MANICURING



FOR BABY'S BATH



FOR SHAMPOOING



IN THE KITCHEN



IN THE LAUNDRY



IN THE BATH-ROOM



EVEN IN THE PARLOR

JOHN TAYLOR & CO. Limited

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TORONTO