

Couldn't you guess what ?
the taylor made

It's soap that is made !
by Taylor !

15¢

Worth of
Taylor's
Soap



for 5¢

This coupon with 5 cents will get you a regular 5 cent cake of Taylor's Borax Soap and also a full 10 cent cake of Infants' Delight Soap. You receive two cakes worth 15 cents for only 5 cents. One coupon only to each family and it must be presented to your dealer this week.

Taylor's Infants' Delight

Toilet soap should do just two things—remove the dirt and nourish the skin. Let us then show you how we have blended both qualities into a single cake.

For in 43 years we have learned the secret of perfect soap—one that leaves the skin as soft and pink as an infant's. So we call it Infants' Delight.

The olive oil in this soap comes from the gardens of France. There we pay the highest prices—often double what we might pay. But our oil is pure enough to use on your table.

Then we bring coconut oil over 12,000 miles from the isle of Ceylon. This oil has for centuries kept the Egyptian's skin soft and beautiful in spite of the tropical sun.

The oils are then filtered and boiled twice. After this they go through our own special milling process from which they flutter like flakes of snow into enormous bins.

These flakes are then crushed under a weight of 30 tons to press out the moisture. Then they pass through granite rollers and come out in miles of silky ribbons.

The soap is then dried eight times and goes through an ageing process equal to standing six months in your pantry. So you don't need to age this soap. It comes to you clear and firm—it is simply perfect soap.

Please use a single cake—then let the results decide for the future.

See for yourself how it lathers into a rich creamy foam. Note how it wears as thin as a wafer—how it leaves the skin as soft as velvet and as smooth as silk.

Besides this it is the loveliest soap for the baby's skin. And if it is best for the sensitive pink skin of an infant, it surely is best for your own.

You will like the dainty perfume, too. We pay over \$100 a pound for pure Otto of Roses, but it requires 3,000 pounds of rose leaves to make a single ounce. The fragrance is simply exquisite for it is only the delicate scent of roses—the breath of a million flowers.

Taylor's Borax Soap

Here again is a soap different in every way from the ordinary—it contains borax. Where other soaps merely cleanse this goes further—it whitens and purifies. The effect of the borax is almost magical—it is the most wonderful soap ever made for the laundry.

In this soap we use only the finest grade of coconut oil, for it lathers with greatest abundance. Then we mix in the borax which softens the water and also softens the hands.

Soft water is perfect, but hard water contains mineral matters which prevent the soap from lathering. Borax makes the hardest water as soft as rain water, so you require only half the amount of soap.

With this soap you save most of the rubbing—it dissolves the dirt instantly and leaves the clothes with snowy whiteness.

It cleans the daintiest of laces as well as the heaviest of woollens—and it prevents shrinkage of both. Every odor is removed and the cloth is pure and sweet. This soap also prevents starch from sticking and adds greatly to the stiffness.

Glassware it cleanses in half the time, and leaves a lustre that fairly sparkles with brilliance. But it does even more; it sterilizes and destroys every germ so as to avoid any possibility of contagion. Send a bar with the laundry and protect the health of your family.

This powerful cleanser is utterly harmless to the hands—it leaves them whiter and softer than before.

Think then how harmless it must be to cloth. For if it benefits the skin, certainly it could not injure the fabric. This is the purest of soap. During the boiling process we run through the soap thousands of gallons of clean water which carries away every impurity.

It requires twenty-one days to make a single cake. The labor of more than 200 persons is needed. Yet this wonderful soap costs no more than the ordinary. Simply because we make every year millions of cakes—we can buy at the lowest prices and give you the highest quality. Try one bar and learn the facts yourself.

Get the Free Soap This Week

We ask you to do us a favor—we want you to learn for your own interests the difference between these soaps and the ordinary. You have been using some soaps in the past and you naturally consider them good. But now we ask that you compare them with these—try them both and note how vastly they differ. We gladly invite the comparison because we have made it ourselves and we know just what must be the result. But it would be unfair to ask you to bear the expense of the test so we have made you this generous offer. We only ask that you buy one soap and we'll buy the other. Cut out the circular coupon on this page and take it to your dealer this week. Pay him only 5 cents and you will then receive both cakes worth 15 cents.

Don't Wait—
Cut Out the Coupon This Minute



John Taylor & Co.
LTD.