

POOR DOCUMENT

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ST. JOHN, N. B. SATURDAY, AUGUST 11, 1917

Here It Is!

The Coupon Worth
10c at Your Dealer's

FREE
Infant's
Delight
Soap



FREE COUPON

This Coupon, when properly signed and presented to your Dealer any time within one week from date with 5c in payment for a cake of Taylor's Borax Soap, entitles bearer to a 10c cake of *Infants' Delight* Soap Free.

Name _____

NOTE—Only One Cake of *Infants' Delight* Free to a Family.

Address _____

JOHN TAYLOR & CO., Limited, Toronto, Canada

Cut It Out Now

Take this Coupon with 5 cents to your Dealer and get a cake of Taylor's Borax Soap and a cake of *Infants' Delight*.

This is the Coupon—It is Worth 10 cents to You
Only One Cake Free to a Family

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.

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 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 pure, 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.

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.

It sterilizes and destroys every germ, so as to avoid any possibility of contagion. Send a bar to 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.

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.

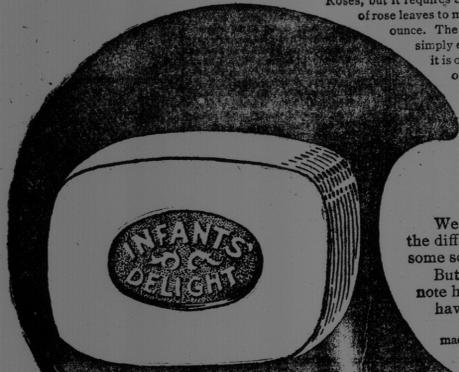
Don't Wait—

Cut Out the Coupon This Minute

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 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.



John Taylor & Co.
LIMITED

Branch: Royal Bank Building, St. John, N. B.

Telephone 2148.

J. W. Arnold, Representative.