

Today!
You Get the
FREE SOAP

The
Coupon
is Worth
10c
to You



Cut out the coupon and present it to any dealer when you buy your first 5c cake of Taylor's Borax Soap and he will give you *absolutely FREE* the full size 10c cake of Infants' Delight we have bought for you.

Don't Wait—

Get Your
Soap Today

Only One Cake Free to a Family

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

Notice to Dealers

Please honor this coupon at its face value for a regular 10c cake of Infants' Delight soap, when properly filled out and applied on a purchase of 5c cake of Taylor's Borax Soap.

In accordance with our agreement we will redeem these coupons to allow you the regular profit on the soap.

JOHN TAYLOR & CO., Limited.

A Wonderful Offer on a Wonderful Soap

Infants' Delight Soap

Taylor's
ESTABLISHED 1865

Taylor's Borax Soap

We are making this special offer because it is the best way to get you to try the soap. Then you can decide whether you care to use Infants' Delight in the future—you will know how remarkable a soap it is in every way for the bath, the shampoo, massage, for baby's skin and for every toilet purpose.

The firm of John Taylor & Co., Limited, is an old one in Canada. We have been making good soap for 43 years. And in that time we've learned what particular people want in soap.

So we send 12,000 miles to the isle of Ceylon for cocoanut oil—we go to the distant gardens of France for a pure vegetable oil, and we combine these into a perfect toilet soap.

Infants' Delight also contains a very small percentage of boracic acid, used and recommended by physicians for cleansing babies' eyes and mouths. We have

overlooked nothing that would help to make this soap the purest and finest possible.

Then we add a delightful perfume—Otto of Roses. It requires 3,000 pounds of rose leaves to make a single ounce. We pay over \$100.00 a pound for this dainty perfume, simply to add to your pleasure in using Infants' Delight Soap.

But try the soap itself! Nothing we can say will show you so quickly how superior it is to soaps you thought were best.

See what a rich, foamy lather it makes—how it wears as thin as a wafer—how perfectly it cleans and how soft and smooth it leaves the skin.

It is unequalled for baby's velvety skin, but please don't think that is its only purpose. Infants' Delight is a superfine toilet soap within reach of all, and intended for all.

Take the coupon to your dealer today and get a cake free. Then you will learn how really good a soap can be.

Thousands of women now find Taylor's Borax Soap the most satisfactory.

Thousands more will be converted in the next few weeks. All Canada will be using it once they know its merit.

For here is a soap that outlasts any two cakes of common soap. By the tremendous 30 ton pressure in making, and our six months' aging, this soap is so firm and compact that it wears away slowly in use, where a common soap quickly dissolves into slime in the water.

Yet Taylor's Borax Soap lathers freely and makes sweet, white clothes. The borax in it softens the hardest water; cleans the filiest of laces as well as the heaviest of woollens, and will not shrink either. It leaves your hands soft and white—it is a powerful but harmless cleanser.

This soap, too, is made with cocoanut oil. Few makers go to the trouble or expense we do in making laundry soap.

But we have built up our enormous business by doing more than the ordinary maker. And you get the benefit.

So why use a common yellow soap when you can get the best at the same price? Why work harder and use more soap when Taylor's Borax Soap cleans so quickly and so economically?

Buy a cake today and compare it with any other. Then you will know why we are selling millions of cakes a year to Canadian housewives. For your own interest let Taylor's Borax Soap prove its surpassing worth. Then go back to ordinary soap if you choose.

When you buy a 5c cake, be sure and present the coupon and get a 10c cake of Infants' Delight FREE.



We Pay for Infants' Delight You Pay Only for Taylor's Borax Soap



John Taylor & Co., Limited, Toronto