

# Take This Cake of Soap FREE!



We want every woman in this city to know how good Taylor's Borax Soap is. So we are making this unprecedented offer. Cut out the coupon in the lower right hand corner of this advertisement, take it to your grocer today, and he will hand you a 5c cake of Taylor's Borax Soap absolutely free.

*Taylor's*  
ESTABLISHED 1861

## BORAX SOAP

Here is the utmost in a laundry soap!

It is the one soap which outlasts all others—two to one. It is the laundry soap which makes the whitest clothes and cleans without injuring delicate laces or shrinking heavy woolens.

And we're going to let you prove it *absolutely at our expense.*

For we want you to know, as over a million Canadian women already do, what Taylor's Borax Soap will do for *you*, how much more economical it is, and how much better work it does than any other soap in Canada.

It is a white soap, made from pure cocoanut oil from the Isle of Ceylon.

This oil is boiled doubly long and mixed with borax. Then every bar is molded under a 30 ton pressure to press out the moisture. It goes through an ageing process equal to standing six months in your pantry.

So the pressure and the ageing make a firm,

compact cake of soap, one that will lather well, yet not dissolve into slime like an ordinary soap.

The borax in it softens the water, and makes the clothes white and sweet with half the rubbing. Borax also keeps the hands soft and white.

You don't have to boil the clothes unless you wish. For this soap dissolves and removes the dirt quickly and easily without boiling.

It has qualities no other soap possesses, for no other soap is made with so much care or with such costly materials.

Yet it costs but 5c a cake everywhere.

But we prefer to let the soap itself win you.

So we offer you today, absolutely free, a regular 5c cake at our expense. Use it on your next wash day, then decide whether it is a better soap than you ever tried before. All we ask is that you make the test—the soap will prove its own merits. Send in your coupon today.

Cut this Coupon Out  
and Take it to Your Dealer Today

John Taylor & Co., Limited - Toronto

### This Astounding Offer

is made because we know if you once try Taylor's Borax you will never be content to use any other Soap in your laundry. It would probably take thousands of dollars spent in advertising to induce you to buy your first cake, and by making this liberal offer we save both time and money in introducing to you the most wonderful laundry soap in Canada.

*We can afford to buy but one cake for each family. Get yours today.*

### FREE COUPON

This coupon, when properly signed, entitles bearer to one full size 5c cake of Taylor's Borax Soap absolutely free of charge, within one week from date, at any store where soap is sold.

JOHN TAYLOR & CO., Limited  
TORONTO, CANADA.

*This certifies that my dealer has delivered to me a full size cake of Taylor's Borax Soap free of charge.*

Name \_\_\_\_\_

Street No. \_\_\_\_\_

#### To the Dealer

We will redeem this coupon from you for 5 cents cash when properly filled out and signed by the person receiving a cake of Taylor's Borax Soap.

Please return all coupons direct to us. Deliver no more than one cake to a family.

John Taylor & Co., Ltd.  
Toronto, Canada