

**Women said:**  
**YOU CAN'T KEEP**  
**SUDS LIKE THAT**

**BUT** *that was before they used the New Oxydol*

● Maybe you've had this experience; most women have. You stir up suds in dishpan or laundry tub, only to see them ball up or fade away when you put in greasy dishes or dirty clothes.

But that doesn't happen with the New Oxydol. Sprinkle this soap in and see the amazing result. Rich—fluffy—*permanent* suds. Suds that soak the dirt out and keep it out—suds that don't collapse, letting the dirt fall back on the clothes. Suds that soak clothes

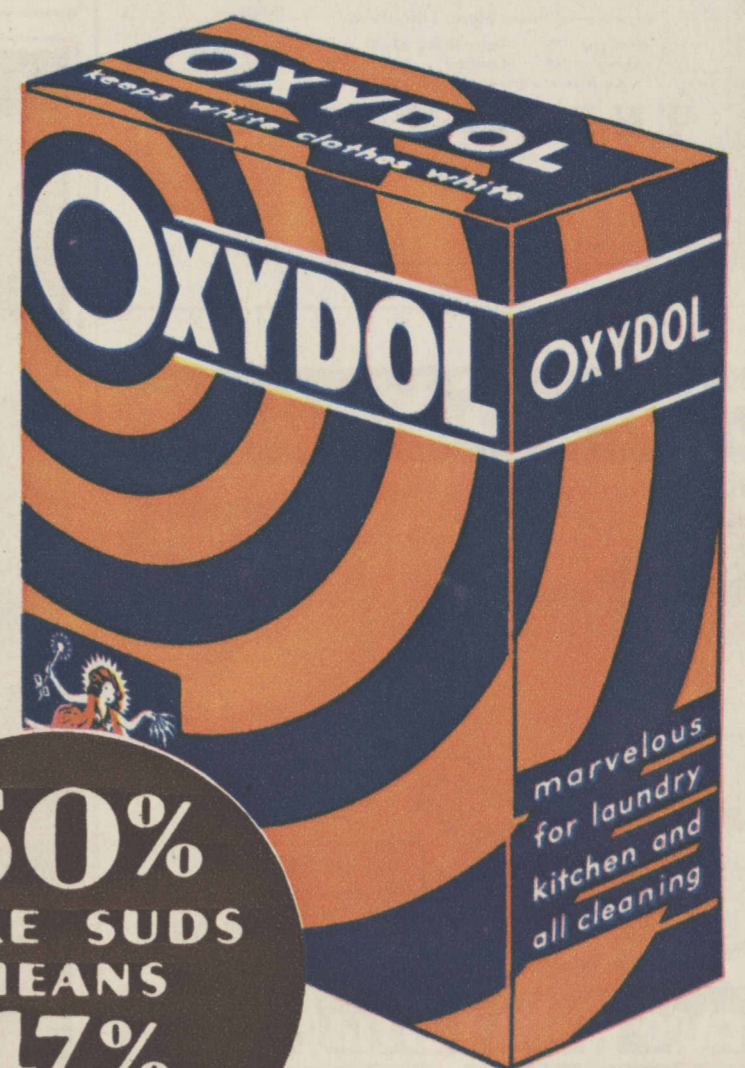
gleaming white—that make dishes sparkling clean—that leave no scum.

Oxydol makes 50% *more* suds—that's why this safe, clean-smelling soap can do so much, even in the hardest water—and all water *hardens* when you put in dirty clothes or greasy dishes.

Try the New Oxydol. See what gorgeous suds it makes—how much time it saves in all household cleaning—and how kind it is to hands and dainty things.

Procter & Gamble

MADE BY THE MAKERS OF IVORY SOAP



**50%**  
**MORE SUDS**  
**MEANS**  
**47%**  
**LESS WORK**

**NEW**  
**OXYDOL**

REG. U. S. PAT. OFF.

**THE COMPLETE HOUSEHOLD SOAP**