

"If you want to know how to get clothes clean without killing yourself — just ask me!"

"You needn't tell us — I know these clothes were washed with OXYDOL — no other soap gets them as white as this!"



## At last! A granulated soap that saves you work ... saves your hands ... saves your clothes!



• So kind to your hands you know it's safe for dainty things

There's never been any doubt about it—granulated soaps do dissolve quicker—wash faster and cleaner. Women know that, but they also know that old-type granulated soaps are harsh, especially for colors and delicate things.

Now comes the New Oxydol, a modern soap discovery, that speeds up washing, makes clothes whiter, yet is so safe that you can trust it with even your daintiest lingerie.

The very moment you put your hands

into a creamy mass of Oxydol suds you'll FEEL how kind they are, and you'll know that they are gentle to everything you wash with them.

Another wonderful thing about Oxydol is its extra suds—50% more suds—richer, speedier suds. They get clothes snow-white with no tiresome rubbing. And they do their work in any water—hard or soft—hot or cold.

Oxydol's extra suds make dishes sparkling clean in a jiffy too—and leave no trace of unsightly clinging film.

Ask your grocer today for Oxydol, in the big blue and orange bull's-eye box.

Procter & Gamble



MADE BY THE MAKERS OF IVORY SOAP

# OXYDOL

REG. U. S. PAT. OFF.

## THE COMPLETE HOUSEHOLD SOAP