



Women said: Soaps that do extra work must be hard on clothes *But when they used Oxydol they changed their minds . . .*

● Here's the soap you've always wanted! The New Oxydol's as kind to your clothes as a gentle breeze—yet it does more work than any soap you've ever seen.

It makes 50% more suds—that's the reason. Richer, longer lasting suds that soak dirt out and keep it out. If you use lazy suds that fizzle away, the dirt falls back for you to rub out. But Oxydol's thick, lively suds stay up till the job is done. And then they rinse

away fast so clothes are gleaming white and fresh without tiresome rubbing.

Try Oxydol in your washing machine. Try it for dishes. Don't be afraid to use enough for rich suds. It won't ball up or leave a scum. Every particle of it dissolves instantly into foamy, sweet smelling suds whether the water is hard or soft. Ask your grocer today for the economical big bull's-eye package. You'll bless the day you learned its name.

Procter & Gamble



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

MADE BY THE MAKERS
OF IVORY SOAP

OXYDOL

REG. U. S. PAT. OFF.

THE COMPLETE HOUSEHOLD SOAP