



Chicago women said: We used to think all granulated soaps were harsh...

But Oxydol certainly is kind to hands and clothes—and still does the fastest washing you ever saw

● It's gentle as a summer breeze, this amazing New Oxydol—and still it does more work than any soap you've ever seen!

Sprinkle some in your dishpan. Turn on the hot water and watch the thick, lively suds come billowing up. Then you'll understand why this safe soap can do so much. Every bit of it dissolves instantly into *extra* suds—50% more suds—that's the secret.

Use the New Oxydol for clothes too. See how fast those extra, long lived suds soak dirt out, how they *keep* it out so clothes are gleaming white and fresh without hard rubbing. And remember, the New Oxydol never balls up or leaves a scum. It makes rich, sweet-smelling suds in any water. Ask your grocer today for the economical big package. You'll bless the day you learned its name.

Procter & Gamble

OXYDOL

REG. U. S. PAT. OFF.



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

MADE BY THE MAKERS
OF IVORY SOAP

THE COMPLETE HOUSEHOLD SOAP