



THE hard work of washing comes from a misunderstanding of the values of soap. Soap when made of pure ingredients lathers freely—removes dirt quickly—is easier to wash with, less rubbing being required. Ordinary common soap, which contains cheap chemicals, does not lather freely, needs more rubbing, rots fabrics quickly and roughens the hands.

The easiest way of washing clothes that has ever been found, is to use *pure* soap. That is why Taniwha Soap is coming into universal favour everywhere. It is perfectly *pure*. Try it and prove it for yourself.

Ask your Storekeeper for

TANIWHA SOAP

"The Golden Bar of Purity"

The Mermaid Mystery

Many housewives will wonder what a mermaid has to do with soap. According to mythology, the mermaid lives in the sea, and should have no need of soap, but for 22 years mermaids have been associated with Taniwha Soap by having their figures imprinted on its wrappers. One of these charming mermaidens has now been chosen to tell the housewives of New Zealand of the wonderful qualities of the soap which these wrappers enfold.

Taniwha Soap is the soap with the mermaids on the wrapper



"The More Lather You Get

the Less Rubbing You Need"