

QUIX WON'T CLOT IN DISHPAN OR TUB WON'T "JELL" IN THE WASHING MACHINE CONTAINS "QUICK ACTION" WATER SOFTENER

Quix is a New Type of Soap for The Heavy Wash—Unusually Free of Impurities—Pleasant to Use

**Not a Synthetic Product
But a Quick-Acting Real Soap**

Quix is definitely today's good news on the home front. Quix is real soap—not a synthetic—and it's a particularly efficient, economical and pleasant-to-use soap.

Quix is unusually free from impurities and that's one reason why Quix is so gentle in action—kind to fabrics—kind to your hands. There are many other ways in which Quix is new—different.

YOU'LL APPRECIATE THIS DIFFERENCE

You'll find Quix distinctly different, both in type and in the way it goes to work, from other "heavy-duty" soaps you may have been in the habit of using. Quix consists of light, tiny particles. Until you have proved for yourself what Quix can do, you may find it hard to believe that such dainty little mites can wash really "grubby" garments absolutely fresh and sweetly clean. But that is exactly what Quix will do. It will do your heaviest wash thoroughly and completely, yet it is so gentle and safe you can trust the filiciest most precious things you own to Quix with absolute confidence.

WHY QUIX DISSOLVES SO QUICKLY—ACTIVELY

When you pour Quix it does not fall into the water in a heavy mass. As they hit the surface, the tiny Quix particles glide out in all directions—come quickly into effective contact with the water to break into rich, creamy suds with unusual ease and speed. So Quix does not lump or clot—it disperses. It dissolves so quickly and thoroughly that you will not

have any trouble with clotting or "jelling". You will not have to waste time with partially dissolved soap. There'll be no soap film to cling to the things you wash.

FOR YOUR HEAVY WASH—FOR DAINTY THINGS, TOO

Many housewives today are so delighted with the remarkable efficiency of Quix—and are finding it so pleasant to use—that they are making it their all-purpose soap. This is understandable because there never has been until now, a soap quite like it. Just try Quix for the heaviest, grimeiest wash you have. You'll find it quick and absolutely thorough in washing working clothes, overalls, children's garments, dish-cloths and towels. Then test it for your finer things—silks, woollens and all washable colours. You'll be pleased with results because Quix gives new freshness and utter cleanliness to dainty garments and fabrics.

Equally pleasing is the way Quix washes dishes and glassware bright and clean. And it is so free of impurities, so mild and gentle, that it leaves the hands soft and the skin unharmed.

YOU SAVE MONEY WHEN YOU USE QUIX

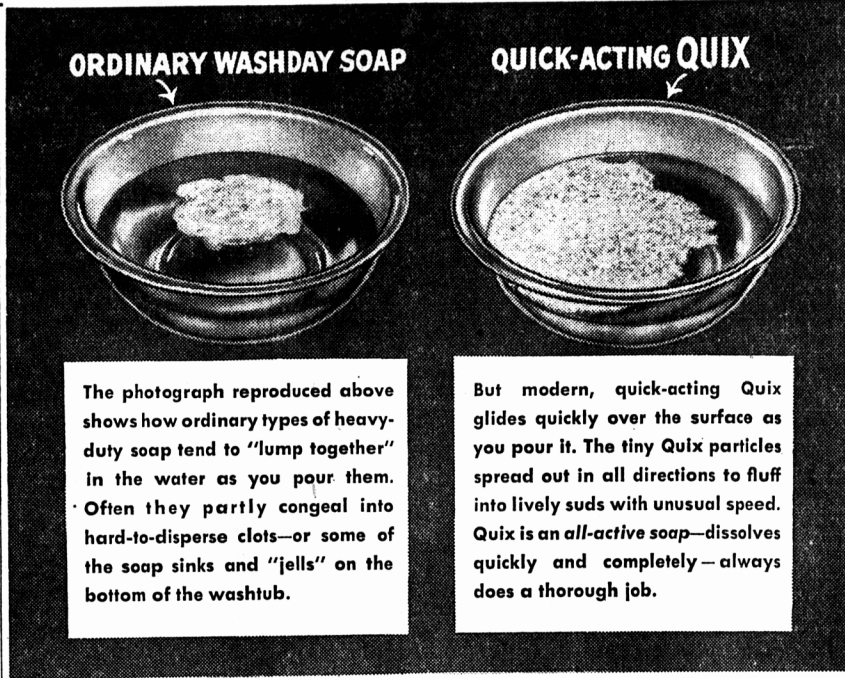
In these days of high living costs Quix will help a lot with your housekeeping budget. Although it is such a high-grade soap, it costs less than other well-known heavy duty soaps. Compare prices. You'll see that a regular use of Quix will bring you substantial savings. Every single time you use Quix you save money!

What Users are saying about QUIX

Mrs. E. M. Cole expresses in a few words what most housewives feel about Quix once they have given it a fair trial. She says: "In the dishpan and the washing machine, I find Quix very satisfactory." She goes on to say "Quix is wonderful for removing grease and really 'ground-in' dirt from heavily soiled clothes."



Mrs. E. M. Cole
It really is surprising how eager users are to tell us their



ORDINARY WASHDAY SOAP

QUICK-ACTING QUIX

The photograph reproduced above shows how ordinary types of heavy-duty soap tend to "lump together" in the water as you pour them. Often they partly congeal into hard-to-disperse clots—or some of the soap sinks and "jells" on the bottom of the washtub.

But modern, quick-acting Quix glides quickly over the surface as you pour it. The tiny Quix particles spread out in all directions to fluff into lively suds with unusual speed. Quix is an all-active soap—dissolves quickly and completely—always does a thorough job.

NEVER CLOTS OR "JELLS" IN WATER

Fascinating to Watch How The Tiny Quix Particles Spread Out and Dissolve

There's one time-wasting wash-day annoyance you'll never have if you make regular use of modern, quick-acting Quix. You won't be troubled with stubborn soap clots in the water or jelly-like lumps that sink and cling to the bottom of the washtub.

The very first time you use Quix you'll notice that it behaves in a different way from other heavy-duty soaps you may have used. As the light, tiny Quix particles cascade from the package,

they literally glide over the surface of the water—spread rapidly in all directions to fluff into active suds with remarkable ease and speed. They are both completely active and quick-dissolving.

If you care to put Quix to the test, you will see for yourself not only how much sooner it gives you the suds you want, but also how much more thoroughly and completely it dissolves. Very

little agitation of the water is needed to provide a tub-full of foaming, creamy activity—with every tiny particle fully dissolved and ready to go to work for you.

So with Quix you won't have to waste time swishing water to and fro to dissolve obstinate clots. You won't find any jellied soap at the bottom when the tub is emptied or partially-dissolved soap clinging to the things you've washed.

Clotting and "jelling" of soap powders in the water is a problem which has plagued soap-makers for years. It has also plagued housewives. And now Quix has it licked.

This quick-dissolving, completely active feature of Quix is a great boon whether your wash is heavy or light; whether you use washing machine or washtub. It means economy for one thing, because the quick, thorough action of Quix ends waste. It is also the reason why Quix helps so much to speed up the wash. Most important of all, it means you can trust your garments to Quix without a qualm. You'll know it will do a complete and thorough job and rinse out clean—no sticky soap-film left emmeshed in the fabrics.

Yes—there's only one word for it. Quix really is a washday BOON!

experiences with this efficient washday soap. Apparently they hope that others reading their words will be persuaded to try Quix and share its great advantages.

Mrs. Alice L. Porteous, for instance, says: "I never use any other kind of soap flakes. Quix is such an 'all round' soap I use it for everything. The rich suds do a quick job on my dishes and in the washer I can be sure of clothes coming out really clean and fresh-looking."

Similar reliance on Quix is a habit with Mrs. H. Love, too. She says: "Quix gives such billowy suds—it's tiny flakes whip up and practically do the work for me. Quix does a specially good job . . ." She adds that she even uses Quix for what she calls her "specials".



Mrs. B. M. Bateman
Mrs. Bateman is equally enthusiastic about Quix. She thinks her Quix laundered clothes "seem doubly clean. She says further "I'm never without a box of Quix in the house. I use it for dishes as well as in the washer."

QUIX—THE RESEARCH CHEMIST'S ANSWER TO EVERY HOUSEHOLD CLEANING JOB

One soap only for washer, laundry tub, dishes, general house cleaning

The new type Quix assures women that they can trust all their house-cleaning jobs to Quix. It works equally well in washing machine, laundry tub or dishpan. Many women are finding the Quix half-hour "soak" method a real work saver in extreme cases of heavily soiled white linens and cottons. They just drop them into a really hot bath of Quix suds and leave them to soak for a brief half-hour. Then, with hardly a rub, they rinse them out in luke-warm water. Lightly soiled, colour fast things will usually soak clean in about ten minutes.



You'll see with your own eyes what a really nice job Quix will do in your machine. And when you're finished—there's no heavy "jelling" of undissolved soap scum clinging round the inside of the washer. A quick swish round with the hose, and a wipe—and it's clean and ready to be put away till the next washday.



Quix makes dishes and glassware gleam with sheer cleanliness. And your hands won't have that dried up "chapped" feeling afterwards. As for the thick grease and baked-on crust that clings so stubbornly to pans and casseroles—set them to soak in the lively Quix suds as soon as they're empty. By the time you start to wash-up, they'll be soaked so loose you can free them easily and quickly.



For floors, windows, walls, woodwork—Quix is a must in the kitchen, the laundry—wherever there's a cleaning task to be done.

QUIX helps the Housekeeping Budget

Compare prices You'll find QUIX a real money-saver

Yes! Quix is real high-grade washday soap—as good or better than you'll find anywhere.

Yet Quix costs less than other well-known heavy-duty soaps.

use QUIX regularly and save money

Indoor winter drying makes no difference a Quix wash is always fresh and sweet.

**NEXT TIME AT THE STORE
ASK FOR**

QUIX

**MADE BY
CANADA PACKERS LIMITED
SOAP DIVISION**

FOR YOUR WASH—FOR YOUR DISHES—THERE'S NO SOAP LIKE QUIX