You're Right, Madam

Dishwashing is a Nuisance

BUT see what you can do with the New Oxydol,
the soap that makes 50% more suds

- Dirty dishes - dirty dishes - dirty dishes!
  Why not make this unpleasant job as easy as you can?
  Try the New Oxydol—the soap that makes creamier, quicker, richer suds—50% more suds. Sturdy, long-lasting suds that cut grease like lightning and rinse off so dishes are sparkling clean—and no scum left in the dishpan.
  Oxydol is easy on hands too, because it makes the hardest water soft and mild—and all water hardens when you put in greasy dishes or dirty clothes. Ask your grocer today for a package of Oxydol—you'll bless the day you learned its name.
  Use Oxydol for clothes too. Its extra suds just float out dirt and keep it out, so things are snowy white and smell so sweet you know they're clean.
  Procter & Gamble

Made by the Makers of Ivory Soap

NEW

OXYDOL

THE COMPLETE HOUSEHOLD SOAP

MADE BY THE MAKERS OF IVORY SOAP

50% MORE SUDS MEANS 47% LESS WORK