TAKE my John or your Harry...in fact, any husband. They are all alike in one way. They don’t say anything, when our hands look red and rough. But they see. (And it hurts their pride!) Perhaps they blame themselves because they can’t afford to provide us with maids.

Let’s make them feel happier. Let’s hold our bit of romance with smooth, soft hands. We can—so easily. Yes, even at housecleaning time, when our hands will be in soap suds constantly, if (here’s the secret!) they work with gentle pure Ivory suds!

It’s your soap, not your work, which makes the real difference. Strong “kitchen” soap dries out the skin mercilessly. It makes the nails brittle. It encourages hangnails.

But Ivory is as kind to your hands as if they were newborn babies!

Ivory’s more economical, too, than those harsh “kitchen” soaps. You’ll find that Ivory keeps everything like new. Its rich suds clean thoroughly, but it prevents everything it touches.

Take your painted woodwork, for instance. The smooth glossy surface helps the paint to last. Strong soap dissolves this gloss, and along comes a painter’s bill! But Ivory protects that surface.

There’s your expensive linoleum, too. Did you know that strong soap affects the color and actually attacks the composition? Linoleum manufacturers know this, so they advise gentle Ivory.

This housecleaning, do try an Ivory beauty course for your home. Put your gay chintzes and pastel bedspreads and fluffy woolen blankets through Ivory. Revive the dulled colors of precious oriental rugs, with a sponge and a bowl of Ivory suds.

You won’t be ashamed of your hands after an Ivory housecleaning. They’ll be ready to go out with your prettiest frock. And they’ll give your husband a chance to feel proud and tender—the way he wants to feel, deep down in his heart!

SURELY—you’ve tried the new Ivory Snow?

A new form of Ivory—dissolves instantly, completely...in soap-suds worn! Wonderful for washing dirty colored things, fluffy wools and delicate silks.

On the air: Amazing monologues every Friday morning at 10:45 (C. D. T.) over WHBIM and WMAG, and the Columbia Chain, every Saturday morning at 8:45 (C. D. T.) over KLYV and the N. B. C. Chain. Tune in on a gay snowstorm!

IVORY SOAP

kind to everything it touches - 99.4% pure