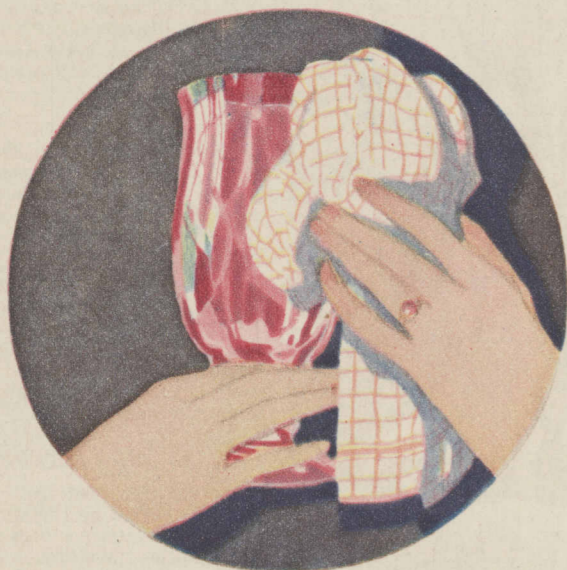




No... husbands aren't blind!

...if they had their
way we'd never have
housecleaning hands!



Her manicurist said—A month ago a friend of mine decided to use Ivory entirely... instead of the common kitchen soap she had been using. And what do you think her manicurist said last week? "Mrs. C—, I can hardly believe you have the *same* hands. Have you stopped doing your housework?"
Doesn't it pay to turn dishwashing into Ivory beauty courses—and *keep* the charm of your hands?



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 these harsh "kitchen" soaps. You'll find that Ivory keeps everything like new. Its rich suds clean thoroughly, but it *protects* 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!

CATHERINE CARR LEWIS

Surely—you've tried
the new Ivory Snow?

A new form of Ivory—dissolves instantly, completely... in *lukewarm* water! Wonderful for washing dainty colored things, fluffy woolens and delicate silks.

On the air: Amusing monologues every Friday morning at 10:45 (C. D. T.) over WBBM and WMAQ and the Columbia Chain; every Saturday morning at 9:45 (C. D. T.) over KYW and the N. B. C. Chain. Tune in on a gay snowstorm!

IVORY SOAP

kind to everything it touches - 99⁴⁴/₁₀₀% pure



Save the gloss! Paint's protection is its glossy surface. You can keep it, or destroy it, by your choice of soap. Strong soap dissolves the gloss, and shortens the wear of the paint. Gentle Ivory is recommended by paint manufacturers because it *protects* while it cleans! And after this, and every Ivory task, your busy hands will be grateful!