

"CHIPSO is a double saver"

SAYS THE MOTHER OF THIS BIG FAMILY

Chipso makes clothes wear longer

This UNFADED blue chambray blouse has been washed with Chipso for 2 years.

Nothing TOO HARSH in Chipso for a baby's clothes. "Chipso is safe for my silk stockings, too," says Mrs. Becherer, "and it has kept this silk dress lovely for 2 YEARS."

This shirt has been Chipso-washed about 78 times. NO FRAYED EDGES!

"Barbara's yellow voile dress has been spared harsh soap and hard rubbing. It is STILL GOOD after 2 years' wear," says Mrs. Hale.

Marjorie's dress is yellow pique. At the end of a season of weekly washing with Chipso it still looks NEW.

For draperies, slip-covers, etc. CHIPSO soaks out dusty, sooty grime without hard rubbing... leaves colors and fabrics like new... saves your hands.

"Tommy's blouse is 3 YEARS OLD, but doesn't show its age," says Mrs. Hale. "And this green pique dress I'm wearing has been washed with Chipso for 2 seasons without fading or wearing thin."

Ann inherited this blue and white voile dress from Patsy. Chipso has kept it good looking for 4 YEARS.

The Hale family photographed at home. All clothes Chipso-washed! Back row, left to right: JIMMIE, BOB and PATSY. Front row: JANE HALE (Mrs. Becherer) with her baby JACQUELINE, TOMMY HALE, MRS. HALE, ANN, BARBARA, MARJORIE.

"It saves drudgery . . . and it saves the clothes"



For dishes, cleaning cupboards, etc.

CHIPSO suds make glass and china sparkle... remove dirt so quickly and easily that even the children can help with this job—as Mrs. Lay's daughters, Plandome, N. Y., do!



For furniture, woodwork, tile, etc.

CHIPSO removes grime without affecting finish... works fast... doesn't give you "scrubby looking" hands.

Washing for eight children can be no small job, yet "I don't really mind it," smiles Mrs. George H. Hale of Canton, Ohio.

Chipso's good suds SOAK dirt out. Hard rubbing is SAVED when you use CHIPSO. Yet Chipso is not harsh. "I have no trouble with colors fading," Mrs. Hale says. "We have used Chipso for years. It is as safe for the silk underwear and stockings as it is for the cotton pieces."

"I like Chipso suds. They seem richer than other soaps. They are grand for dishwashing as well as laundry work and not hard, like some soaps, on my hands."

RICHER SUDS make housecleaning EASIER

Mrs. Hale is right. Chipso suds are richer. Chipso is quick, yet safe, because Chipso is SOAPIER. It is not adulterated with harsh, "dirt-cutting" ingredients, but loosens dirt and absorbs grease with RICHER SUDS.

Learn to take full advantage of Chipso when you clean house this spring. Follow the lead of other experienced housekeepers who find that they can save money... labor... and their hands... with CHIPSO, the big value in quick, SAFE soap.

CHIPSO SAVES COLORS when you have draperies, slip-covers, etc., to wash. "I depend on Chipso," says Mrs. John E. Ryan of Poughkeepsie, N. Y. "Chipso lifts out the grimeiest dirt yet leaves colors bright." And Mrs. Harvey Fell, Wilmington, Del., says—"Chipso suds don't break down, no matter how much dirty work you call on them to do. Yet they are as easy on my hands as a good toilet soap. I find it a real economy to use Chipso."

CHIPSO SAVES FINISH when you wash woodwork or tile, and clean furniture. "You can depend on Chipso to remove oily dirt without removing finish," says Mrs. J. A. Quay, Massillon, Ohio. And "Chipso cleans tiled floors and linoleum like lightning, but it is as soft as a lotion on my hands," says Mrs. T. M. Lay, Plandome, N. Y.

CHIPSO IS MARVELOUS FOR DISHES AND ALL KINDS OF GLASS. "I always keep Chipso on my kitchen sink for all kinds of dishwashing," Mrs. O. E. Baker, of Chevy Chase, Md., tells us. "It's suds

you want for this kind of work, and Chipso makes marvelous suds that take up grease without being harsh on your hands."

BIG BOX—LOW PRICE

At its regular low price, your big box of Chipso is the best value in rich, SAFE soap on the market today. But now is an especially good time to buy. Most grocers are offering housecleaning "specials" on two boxes of Chipso. Watch for these specials. If you have not yet used Chipso, get acquainted with the help it can give you. If you are a regular Chipso user "stock up" now!



WATCH THIS WEEK'S "Specials" ON CHIPSO AT YOUR GROCER'S