



Old Dutch helps you protect them

Safeguards Refrigerators with Healthful Cleanliness

Let no week pass without cleaning your refrigerator with Old Dutch Cleanser. Do it oftener when the weather is warm and food spoils easily. Contaminated food can cause so many ills.

Old Dutch keeps refrigerators wholesome and hygienic, fresh and sweet . . . fills them with *Healthful Cleanliness* that safeguards food and those who partake thereof.

The fine, flat-shaped, flaky Old Dutch particles have natural cleansing action. Quickly and completely they remove all dirt, impurities, stains and odors. None escape Old Dutch, even the unseen. The result: *Healthful Cleanliness*. There is no other cleanser like Old Dutch.

Use this one best modern way all over the household. Quicker-cleaning Old Dutch is

all you need; no necessity for several kinds or forms of cleanser. On smooth, lustrous surfaces, Old Dutch will delight you—keeps lovely things lovely. That's because it contains no harsh grit and doesn't scratch. Likewise, it is always kind to the hands.

Keep Old Dutch handy in the bathroom, kitchen and laundry in the Old Dutch holders. Send for some today using the coupon below. For each holder mail to us 10c and the windmill panels from three Old Dutch labels.



Old Dutch Cleanser, Dept. 392, 111 W. Monroe St., Chicago, Ill.

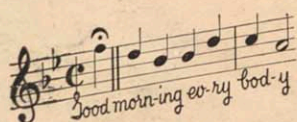
Please find enclosed cents and labels for which send me Old Dutch Holders. Colors: IVORY GREEN BLUE

Name _____

Street _____

C'ty _____ State _____

Old Dutch Cleanser is endorsed by Delineator Home Institute and Good Housekeeping Institute



LISTEN

to the Old Dutch Girl every Monday, Wednesday and Friday morning over 36 stations associated with the Columbia Broadcasting System at 8:45 A.M. Eastern Time, 7:45 A.M. Central Time, 6:45 A.M. Mountain Time . . . (STANDARD TIME)