

Your hands stay  
**SMOOTHER,  
SOFTER**  
with

**Chiffon**

-so pure  
-so mild!

Here's a promise to you—backed by the experience of hundreds of thousands of women who use Chiffon Soap Flakes every day to make dishes shine and glassware sparkle!

*Always use Chiffon to wash dishes and your hands will keep softer, smoother, younger-looking!*

For Chiffon is mild as only the purest soap can be. Yes, Chiffon is all pure soap. No purer soap was ever made! Chiffon gives you quick suds that last and last!

**CHIFFON** is your *thrifتيest* soap buy, too—a little less goes lots farther because Chiffon is all pure soap!

**Safe for all your  
loveliest things!**

Your Very Best Lingerie, your sheerest stockings are safe, completely safe—in Chiffon's pure soap suds. Even gayest colors stay fast and lovely—lots brighter! And regular Chiffon care keeps *all* your pretty things looking their very best—*far longer, too.*



**Chiffon**  
PURE WHITE  
**SOAP  
FLAKES**

FOR DELICATE FABRICS AND FINE WOOLENS

**NO  
PURER SOAP  
WAS  
EVER MADE**

A Product of Armour and Company