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HOMEMAKERS' CHAT

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U. S. DEPARTMENT
OF AGRICULTURE
OFFICE OF INFORMATION

(Release on receipt)

SUBJECT: "Less Blues--More Bubbles"--Information from the Office of Marketing Services, U. S. Department of Agriculture.

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Here's a bit of news that will brighten many a homemaker's day...that is, it will if she uses much laundry soap.

Secretary of Agriculture, Clinton P. Anderson, announced recently an order that will add 10 percent more household soap to the supply on the market. The order affects only soap chips, flakes, powders, granules and other similar soaps used for heavy laundry work...not the bar soaps or the granulated and flake soaps you use for fine fabrics.

At the same time the Department of Agriculture announced that Army requirements for soap will be lower during the next 6 months. So you should be able to relax when you see a box of soap chips...and buy only what you need when you need it

The recent soap order announced by the Secretary of Agriculture requires manufacturers of heavy duty, laundry--type soaps to use additional quantities of water softening "builder" materials in their products. The change in the soap formula makes it possible for manufacturers to increase the total quantity of these utility soaps for civilian use...by over 100,000,000 pounds during the next 12 months.

The addition of these water-softening materials will not decrease the cleansing qualities of these types of soaps.

So enjoy the knowledge that soap will not be rationed...and best of all, your Monday morning soap blues may now vanish into sudsy bubbles.

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