

G. Advertisers Remind Women They Have Less Time For Housework

Farmingdale Post, January 14, 1943

**Time Too Short?
LET US DO YOUR LAUNDRY ...
Never lack a fresh uniform by putting laundry in our hands
STATE LAUNDRY
Newman Court, Hempstead, L.I.**

The Babylon Leader, February 4, 1944

**"I Also S-E-R-V-E my country"
"Full of energy -- THANKS to BLUE POINTS
time-saving laundering and dry cleaning!!"**

There is much to be said for a service that leaves you FREE for all the tasks of a busy wartime world! I have learned to make every minute count tenfold by eliminating all the irksome chores BECAUSE NOW--MORE THAN EVER--I MUST KEEP FIT! And keeping fit is more than protecting my energies and storing my time. It's also looking and feeling tip-top! Cleanliness and good grooming go hand-in-hand for building up morale.

ONE BLUE POINT LAUNDERING SERVICE DOES ALL THE WORK FOR YOU--LEAVING NOTHING TO BE DONE AT HOME. All Blue Point Services are economical and practical. It's patriotic to CONSERVE cleansables and it's sensible to let us help you do it!

Newsday, May 1944

**Even if you must Skimp on House Cleaning time ...
Don't Skimp on Health Protection ...
Make your Home Clorox-Clean!**

Even, when your house cleaning time is limited there should be no slackening of the sanitary measures that are so important to greater health protection in the home. Keeping healthy is more necessary than ever during these critical times when there are fewer civilian doctors and when America's manpower must be kept on the job for Victory. It's easy to provide increased home health protection by making Clorox a standby in your daily cleansing routine.

Questions:

1. What products and services are being advertised?
2. How do these advertisements sell their product or service to women?
3. Why do these advertisements appeal to patriotism?