

LET MR. MCFP DO IT.

Do you need daily help? Then a call to a number in Kensington brings the Housewife's Help Service to your aid. Two ex-army officers started the scheme and go into action with military efficiency. The request is no sooner received than the name of the customer is added to the large and growing list, and it only remains to detail a daily help. And here's the difference; only males are employed by the firm. They're ex-servicemen, skilled in all kinds of housework, so they're very welcome callers, either on overburdened housewives, or women with a job outside the home, or those lucky ones who can afford to pay twenty-four shillings a morning, have the work done for them, and sit back and relax. Having run officers' houses during their army service the handyman can do anything in the home. It's claimed that the old soldiers work much better and more quickly than the average woman help. Anybody like to dispute that?

The housewife can take things as quietly as a businessman after his three-hour lunch. And when the handyman's finished, he can go home, and wash up for his wife.