

CLEANING ADVERTS

Look at some old advertisements for cleaning products. What do they all have in common?

Have the advertisements for cleaning products changed since then?

THE HOME DIRECTORY FOR FEBRUARY 1912

It's NEW! It's BLUE! It's WASHDAY MAGIC!

PROCTER & GAMBLE'S NEW BLUE cheer!

ONLY cheer HAS AMAZING BLUE+MAGIC WHITENER



First and only washday detergent of its kind!

Exclusive! No other suds of any kind has CHEER's new Blue ★ Magic whitener . . . a scientific discovery that works in the newest, most modern way. You get the whitest, brightest washes possible—guaranteed! And it's safe for even the most delicate washable colors in your family wash!

Magic blue granules make instant white suds!

[The Family Handyman](#)

Everything in the Bathroom Quickly Cleaned with

Old Dutch Cleanser

MANY OTHER USES AND FULL DIRECTIONS ON LARGE SIFTER-CAN 10¢



Advertising Index, conveniently arranged, on page 12 61

[Period Paper Historic Art](#)

Guess whose mother used Downy?

SCHOOL BUS STOP



You guessed.

It's static cling season. Shouldn't you use Downy?

It's that time of year. Clothes are clinging. Riding up. Sticking together. Hiding. You need a fabric softener. Downy*. With Downy, your static cling worries are over.

That's such a sensible way to help keep clothes from clinging to each other. And clinging to your family.

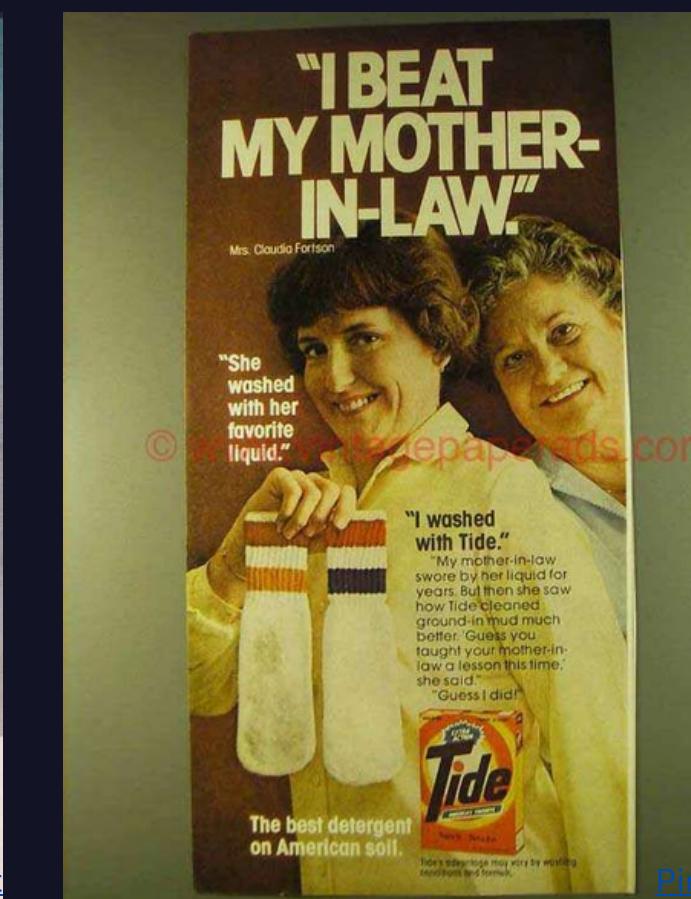
Appl Freshness—it's working to tame our static cling before it starts. Before static has a chance to build up in the dryer.

The best detergent on American soil.

[Pinterest](#)

"I BEAT MY MOTHER-IN-LAW."

Mrs. Claudio Fortson



"I washed with Tide." My mother-in-law swore by her liquid for years. But then she saw how Tide cleaned ground-in mud much better. Guess you taught your mother-in-law a lesson this time, she said. "Guess I did!"

Tide

The best detergent on American soil.

[Pinterest](#)



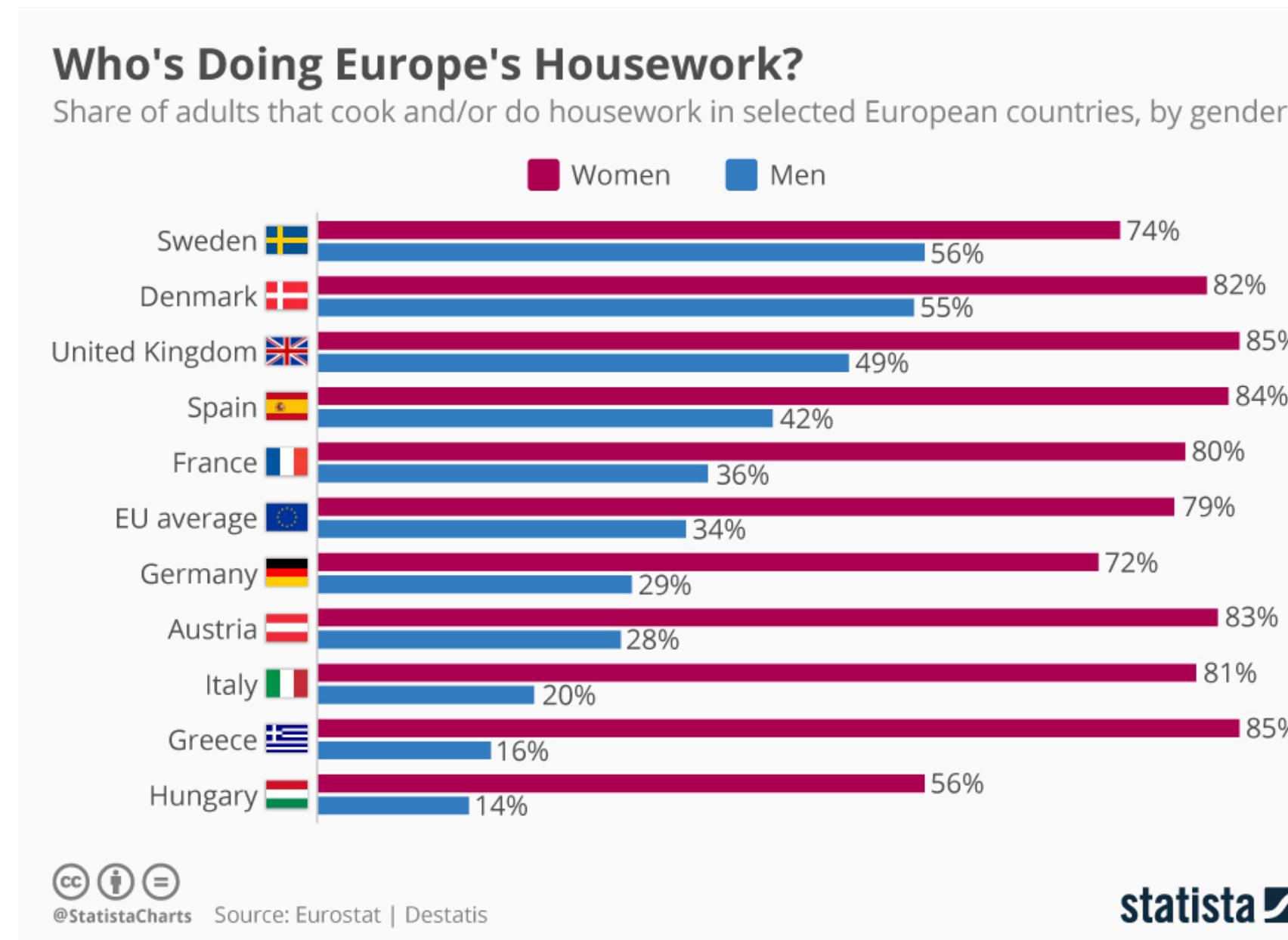
Presenting Tomorrow's Lesoil! Cleaning, softening, rinsing clothes like it. It keeps through dirt, soap, oil, grease, and makes everything fresh and new. Everything in your beautiful house can be cleaned, immediately.

Tomorrow's Lesoil

Women of the future will make the Moon a cleaner place to live.

[Pinterest](#)

Analyse the graph below.



1. Which three countries have the highest percentage of women doing the housework?
2. Which three countries have the lowest percentage of men doing the housework?
3. Are you surprised by this data?
4. What percentage of men and women do housework in your country?

What could be done to ensure equal division of house chores between household members?

**Read the beginning of the article
about house chores division and see
if your idea is mentioned.**

*Free app designed to shed light on 'mental load'
overwhelmingly carried by women when it comes to
chores.*

Adapted from [The Guardian](#)

What do you think is meant by 'mental load'?

Do you think that an application can help with
the house chores division?

Would you consider using this application to
split your house chores equally? Why (not)?





Read quickly the text and give it an appropriate title.

The Spanish government is hoping to encourage men to do more at home by developing a free app that will log how much time each household or family member spends on (0) _____ chores.

Announcing the measure in Geneva earlier this week, Spain's secretary of state for equality, Ángela Rodríguez, said the aim was to (1) _____ light on the invisible "mental load" overwhelmingly carried by women when it comes to domestic tasks.

Rodríguez added: "We'll soon be (2) _____ an app that will allow people to log the household chores that different members of the family perform so we can see how many hours of work we each spend on housework and thus reorder the time we spend doing that housework."

She said the new app, whose development (3) _____ is reported to be €211,750, was designed to ensure that every family member pulled their (4) _____. "This is an exercise that could be used at home to share the chores out between children, parents, or between flatmates or life partners, because the (5) _____ of those tasks is sometimes unequal," she said.

Rodríguez said the app would also (6) _____ to highlight all the invisible jobs necessary for the smooth (7) _____ of a house. Although tidying up the kitchen might take 20 minutes, it depended on someone having remembered to buy washing-up liquid or having planned the shopping list.

The app is part of the equality ministry's shared responsibilities plan, a series of public policies intended to (8) _____ equality between men and women.

Complete the text with the correct options

(A-D). The first is done for you.

The Spanish government is hoping to encourage men to do more at home by developing a free app that will log how much time each household or family member spends on (0) *domestic* chores.

Announcing the measure in Geneva earlier this week, Spain's secretary of state for equality, Ángela Rodríguez, said the aim was to (1) _____ light on the invisible "mental load" overwhelmingly carried by women when it comes to domestic tasks.

Rodríguez added: "We'll soon be (2) _____ an app that will allow people to log the household chores that different members of the family perform so we can see how many hours of work we each spend on housework and thus reorder the time we spend doing that housework."

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Adapted from [The Guardian](#)



- 0. A private B local C home D domestic
- 1 A bring B shine C shed D throw
- 2 A unveiling B revealing C uncovering D exposing
- 3 A budget B funds C price D money
- 4 A weight B height C width D length
- 5 A split B division C separation D partition
- 6 A give B provide C serve D used
- 7 A managing B organizing C caring D running
- 8 A upgrade B update C increase D improve



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Complete the text with the correct options

(A-D). The first is done for you. (Answers)

The Spanish government is hoping to encourage men to do more at home by developing a free app that will log how much time each household or family member spends on (0) _____ chores.

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Discussion

Imagine that you and your flatmate need to divide the house chores between each other equally. Discuss which tasks would be the best for you and your flatmate and how often you can do them.



washing the dishes



sweeping the floors



ironing



doing the shopping



doing the laundry

I don't mind washing the dishes twice a week. In return, you can sweep the floors every day.

I don't think it's fair. I think we should all wash our own dishes. I can take the trash out once a week. What do you think?



taking the trash out



cleaning the bathroom



making the bed

DISCUSS

1. What are some hidden jobs required for efficient house management? Do you think that the app can bring attention to these tasks?
2. Are there any potential challenges or limitations to the effectiveness of the app?
3. Do you think that this app will be successful? Why (not)?
4. In what ways can tracking the time spent on household tasks by each family member contribute to achieving general equality in domestic responsibilities?
5. Would this app be useful in your country? Why (not)?

