

CIVILITY

By: CamayKid

I wish someone could illustrate this fantasy ad I wrote -

CIVILITY

Ladies, are you tired of hearing locker room language when your man comes home?

Aren't you due more respect and less bluster from "Mr. Know-It-All"?

Sick of his whining when he doesn't get what he wants?

Join the thousands of women across the nation who are giving their men a taste of CIVILITY. It's the soap women are all talking about, while it's leaving the guys all speechless. Designed by a woman to be strong enough for any man, yet safe, effective, and simple to use. Just add water, then lather, rinse (optional), and repeat as necessary. Perfect for today's woman on the go.

The next time hubby has one of his hissy fits, hustle him off to the bathroom and give him a good mouthful of CIVILITY. Making him blow bubbles in the bathroom mirror will take the huff right out of Mr. Hyper and bring him down off his high horse in a hurry.

The boyfriend's vocabulary has graduated from junior high yet? Teach him a new four-letter word - S-O-A-P. And when he masters that, move on to a compound, two-syllable word (wooo-ooo!) - S-O-A-P-S-U-D-S. CIVILITY makes an effective vocabulary learning aid to give him new alternatives to the old dirty habits he'll quickly want to outgrow.

CIVILITY has been extensively tested in the Big Bend laboratories of Domestic Control Products by Ms. Sophie Manhandler and her dedicated staff and found to be totally safe and effective when used as directed. Women's Home Authority Magazine (WHAM) has awarded CIVILITY its Gold Seal of Approval for Outstanding Domestic Product Results. CIVILITY was also featured in the December issue of "New Relationships" magazine in a full-color in-depth report by noted domestic disciplinarian Lady Superior Gracious McGovern on the comeback of the mouthsoaping tradition in female-superior domestic relationships.

CIVILITY has achieved amazing results in thousands of households from coast to coast. Its proven success in 30-day home bathroom trials in every major city has earned CIVILITY rave reviews from women and an unconditional money-back guarantee for customer satisfaction.

Call and ask the Domestic Control Products consultant in your neighborhood for a free in-home demonstration and a 7-day trial-size bar. No

obligation to buy anything; you must be totally satisfied with the results. Coming soon to your local grocer's, too. Just think of the pleasure you'll have sending your man to the store to buy a bar of CIVILITY.

CIVILITY is now available in three strengths-

Whisper White (mild)- for whiners and frequent trips to the bathroom sink "gentle enough for daily hygienic use or minor slips"

Pacifier Pink (original formula) - for regular training and weekly wash-ups "a taste he'll remember all week"

Bubbly Blue (extra strength) - fast acting and thick suds with the patented agent "bombast" for difficult cases where quick impact is required "more than a match for macho mouths"

Try all three in the new 30-day CIVILITY System 3-pack with a free CIVILITY Peacemaker Hairbrush - a great "opener" when he's suddenly at a loss for words. Excellent, too, when he has trouble getting the point.

Start him off with a non-nonsense dose of Bubbly Blue, then follow with daily cleansings with Pacifier Pink for a week, and continue to keep him focused and refresh his training weekly for the rest of the month with Whisper White.

(my ad continued here - don't you wish there really was such an ad and product line?)

CIVILITY works great for his bath, too! Piles of rich soft lather with a distinctive feminine fragrance. You'll like the way he smells; he'll detest the way it tastes. And it will look simply elegant in your soapdish. Make yours a CIVILITY bathroom today. You'll be so glad you did!

Watch for our new line of CIVILITY accessories to make his lessons complete. Just what a well-dressed CIVILITY cutey should wear for his trips to the sink

CIVILITY BIB, oversized waterproof vinyl, lined with soft absorbent pink terry and trimmed with full eyelet lace ruffle and lace ties. CIVILITY logo embroidered in pink or blue. \$28.00

CIVILITY BONNET, white bouffant style, terry lined with pink lace trim and pink soap bubble print design. \$14.00

CIVILITY PANTIES, white vinyl full-cut briefs with elastic waist and leg openings trimmed in eyelet lace ruffles. CIVILITY logo printed in blue across the seat. \$18.00 (Specify M L XL)

CIVILITY APPLICATOR, an extra heavy quality pink terry washcloth, double-thick Egyptian long-staple cotton with super loop weave for abundant lather

production, and embellished with soft eyelet lace ruffle. Embroidered with the CIVILITY logo. Gets the CIVILITY right where it belongs and keeps it there! \$6.00

CIVILITY TRAVEL KIT, convenient and attractive waterproof compact case for packing all the essentials when you and your man are out and about and away from the bathroom. Has triple pockets with snap-shut soap dishes for all three strengths of CIVILITY, an inside pouch with an applicator washcloth, a hand towel, and a rubber lap sheet; extra storage for zip-top plastic bags and two 16 oz. water bottles; hand mirror; and disposable latex gloves to protect your manicure. Has the distinctive CIVILITY logo in bright pink on a baby blue background, so your friends will know you're a CIVILITY gal and he's a CIVILITY-trained guy. \$35.00

CIVILITY NECKTIE, Picture him at his sales meeting wearing his CIVILITY tie identifying him as a "new man." Silk ties in navy or burgundy with the CIVILITY logo and soapsuds cluster design. Specify regular or bowtie style. \$27.00

Don't miss out on the trend that's sweeping the country (and men's mouths), the trend that's literally on the tip of everyone's tongue - in beauty salons, at bridge parties, garden clubs, and behind closed bathroom doors.

Ladies, give you man a taste of CIVILITY tonight,... and enjoy the sound of a more peaceful world. You'll never know how sweet he can talk, until you give him a lesson in CIVILITY!

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The Camay Kid