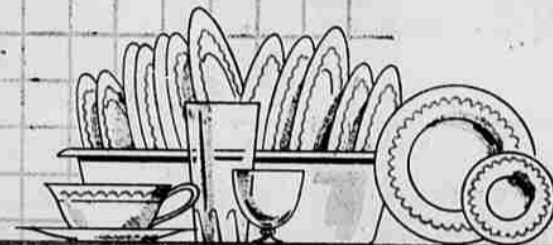
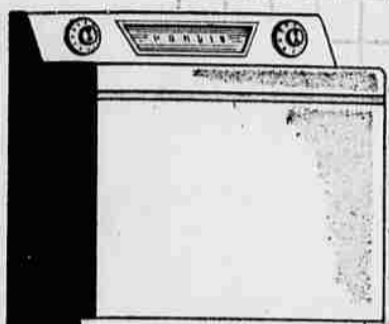


WHITE KING



D

DETERGENT



Now! White King offers you its greatest wash-day discovery in 94 years!

A NEW DETERGENT... WITH "BALANCED" POWER!

Things have been happening at White King! Imagine the pride that we feel in at last being able to offer you—after years of exhaustive research—a detergent that is really worthy of the name "White King."

Well, it's true! We've got it—the greatest wash-day discovery in White-King's 94-year history! It's the new White King D with "balanced" power now on your grocer's shelves—in two sizes, large size and giant size.

THIS IS REALLY "D DAY" FOR DIRT!

Try the new White King D today. Give it every test you can—from the youngsters' badly soiled play clothes to your lingerie and nylons. Try it on greasy pots and pans and on your finest china. Actually you will find that you get wonderful results on anything that is washable. If you don't agree that the new White King D does everything we claim for it and more, we will refund your full purchase price.

Remember we've been in the business of making wash-day products for Western homemakers for 94 years and this new White King D is the finest product of its kind we have ever put on the market.

WHITE KING **D** DETERGENT

The Newest Member of the Royal Family!

What this new "BALANCED" POWER! means to you!

In this new package is the wonderful "balanced" cleansing power you have been looking for to do a better and easier job on everything you wash.

White King D now gives you:



1. "Balanced" Power in your automatic washer, not too much suds—not too little—but just right for heavily soiled work clothes, yet gentle to cotton frocks and nylons.



2. "Balanced" Power in your dishpan with "just right" suds to float away grease and dirt—yet easy-to-rinse suds that sparkle dishes and glassware without wiping.



3. "Balanced" Power in your conventional washer—just the right amount of suds for a really clean bright wash.



4. "Balanced" Power to go after and destroy household dirt of all kinds, yet completely kind to your hands.