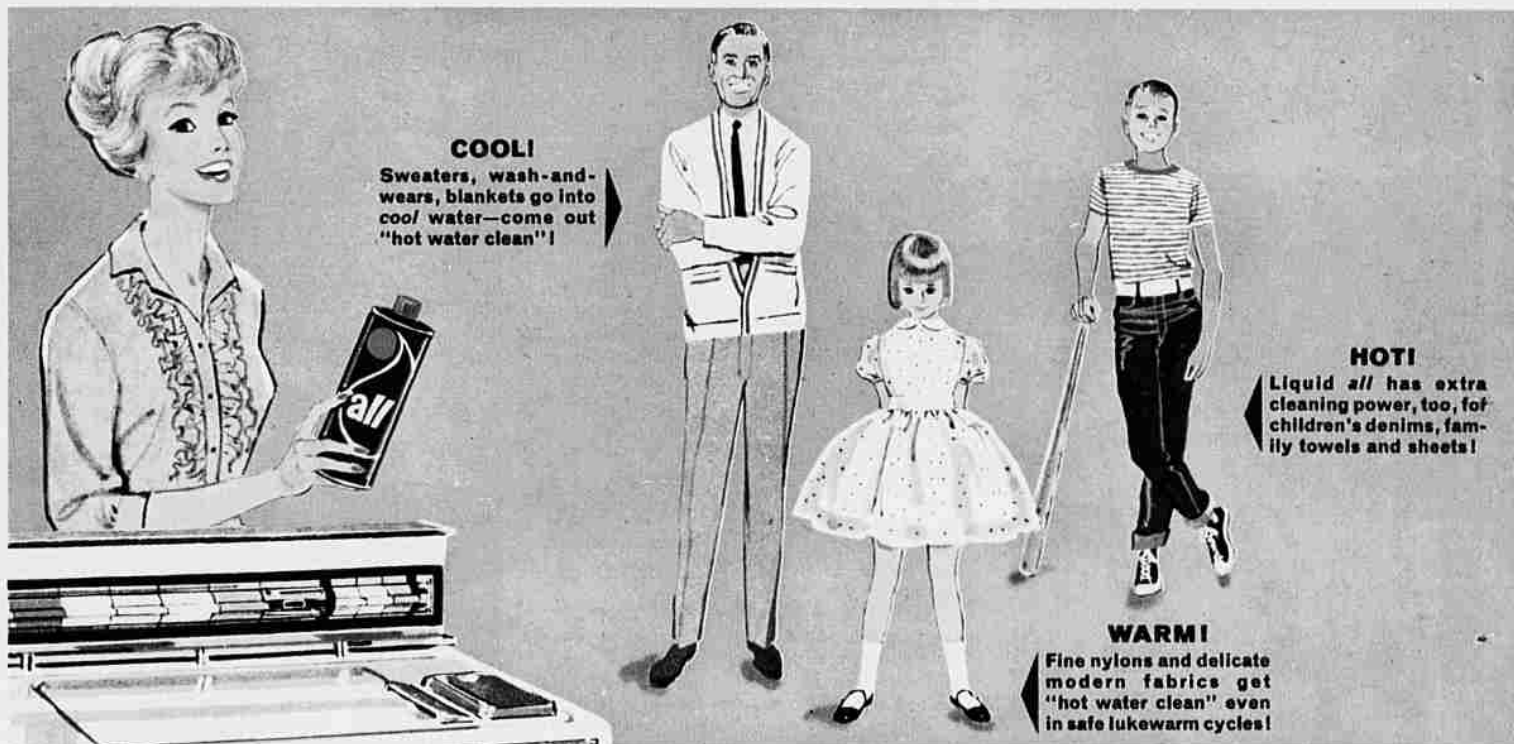


INTRODUCTORY OFFER

on NEW LIQUID *all* with Controlled Suds



Washes any fabric cleaner, whiter...at any temperature needed...in any automatic!



COOL!
Sweaters, wash-and-wears, blankets go into cool water—come out "hot water clean"!

HOT!
Liquid *all* has extra cleaning power, too, for children's denims, family towels and sheets!

WARM!
Fine nylons and delicate modern fabrics get "hot water clean" even in safe lukewarm cycles!

Try the newest—try Liquid *all*! Dissolves instantly, goes to work instantly, penetrates every fiber. Has *all*'s famous Controlled Suds and that means no thick, old-fashioned suds to clog your machine. No other product will wash and rinse all fabrics cleaner and whiter

than New Liquid *all*. It even contains a new special brightener for hard-to-whiten Dacron fabrics! Leading manufacturers of automatic washers recommend New Liquid *all* and Lever Brothers Company unconditionally guarantees satisfaction or your money back.

HOT WATER - COOL WATER
OR IN BETWEEN
NEW LIQUID *all* WASHES
HOT WATER CLEAN!

Save 10¢

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