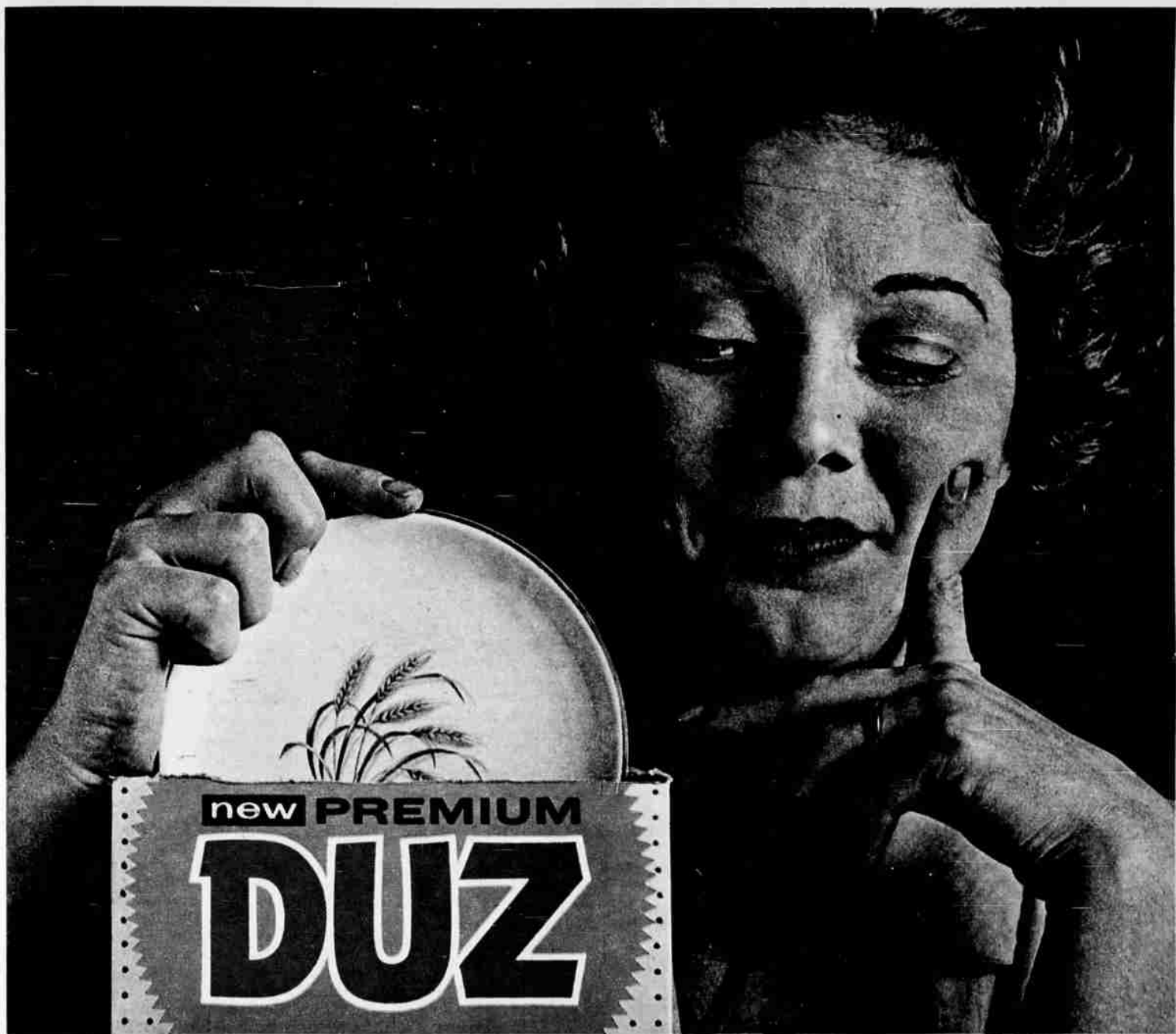




"Gold-bordered dishes in a washday detergent? I don't see how they can do it!"

"A beautiful dish in every box of Premium Duz? Looks too good to be true!

"What about the dishes? They really are lovely looking ... bordered with real 22 carat gold. And they're even oven-proof. With this 'Golden Wheat' pattern, I could set a nicer table for the family ... even for every day.

"Then, how about the detergent? It says on the box ... Premium Duz is made by Procter & Gamble! And if *anyone* knows how to get clothes clean, *they* sure do. As long as it's Procter & Gamble's, it's fine with me.

"So what's the explanation? Well ... with all the women I know buying Premium Duz these days, Procter & Gamble must have to buy dishes by the million ... and then they pass the bargain along to us. I know I could never buy dishes like this and good detergent separately for so little.

"And ... now that I see what a value I'm getting, I wish I'd started with Premium Duz months ago. By now, I'd have a whole set of dishes to show for all my washings!"

Get your set started today! Use the attached coupon!

