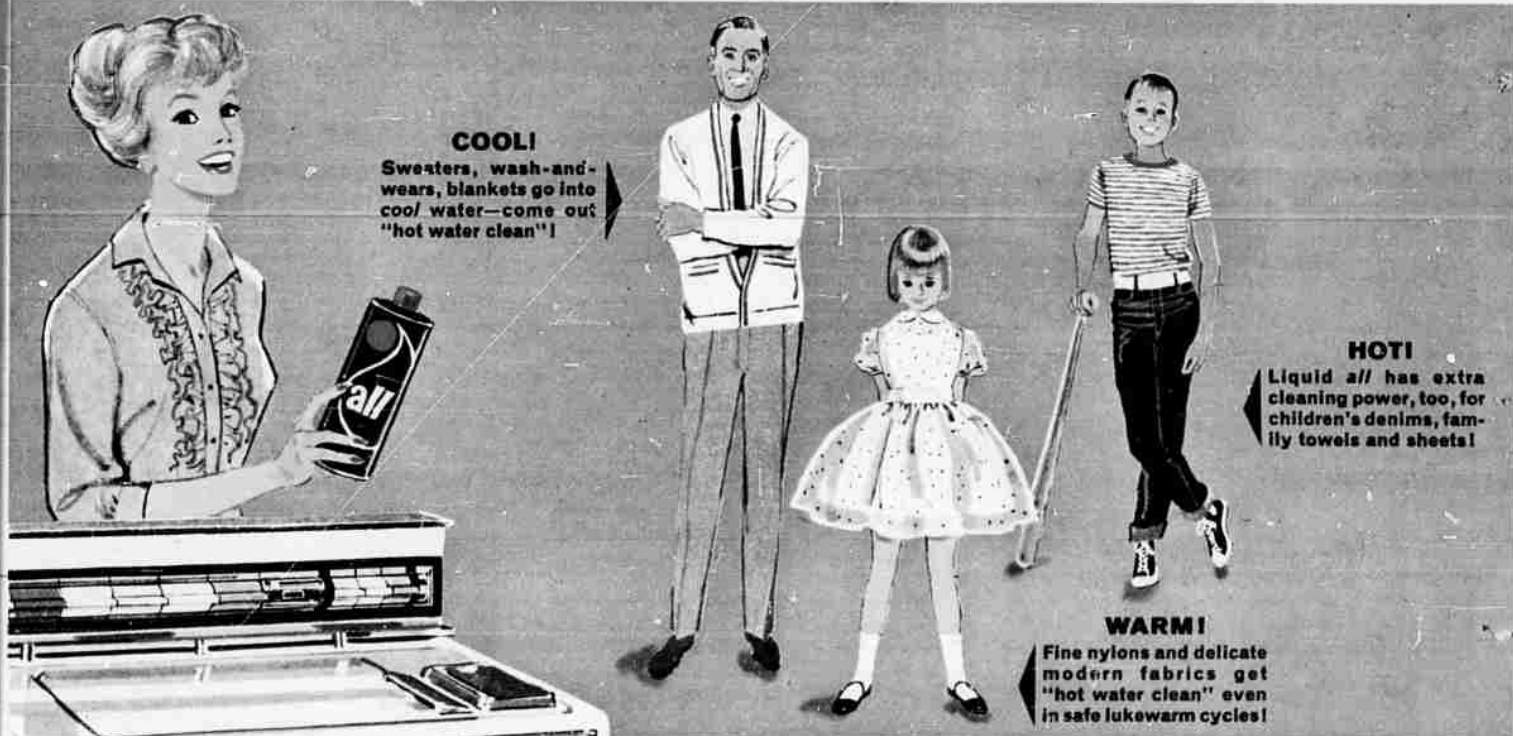


# INTRODUCTORY OFFER

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¢

Clip this coupon and take to grocer

Take this LEVER COUPON to your dealer

**10¢**

INTRODUCTORY OFFER!

**SAVE 10¢**

when you try

NEW LIQUID *all*



**10¢**

Good only on LIQUID *all*

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