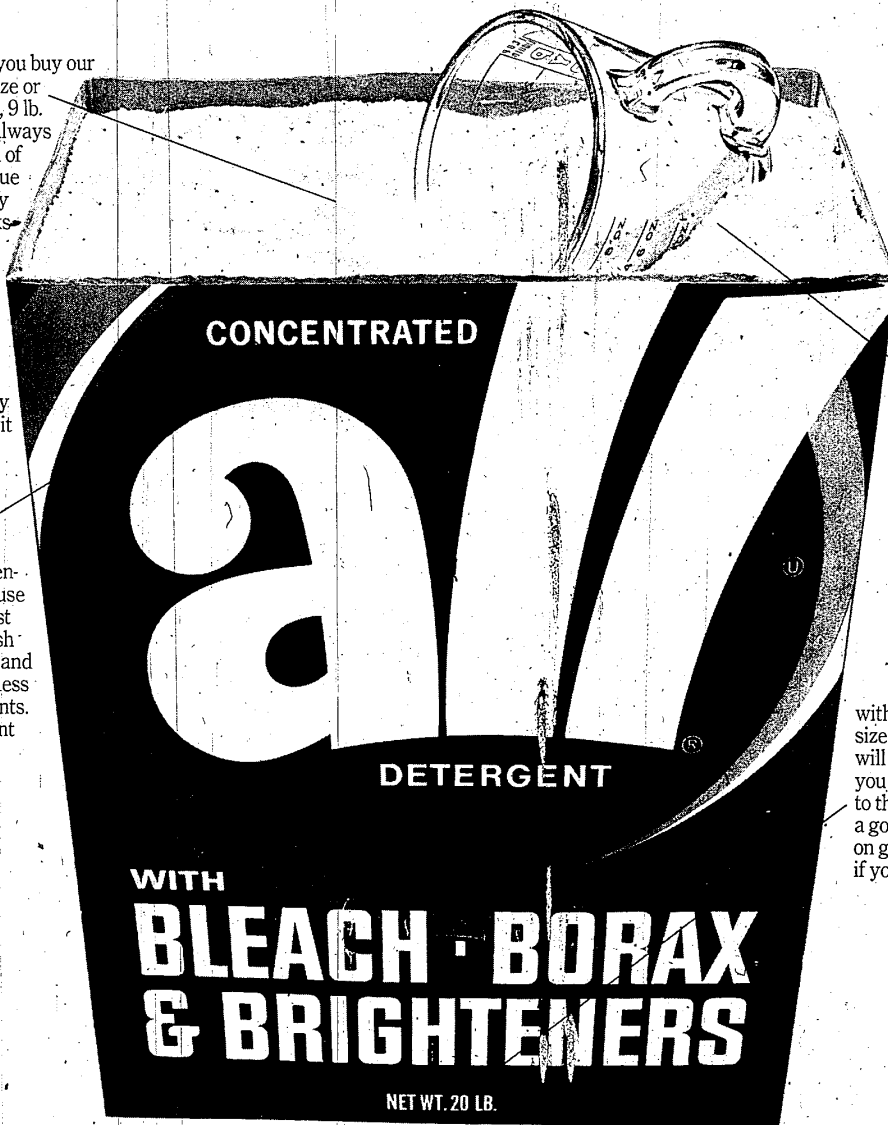


# Our big size. It's worth its weight in more ways than one.

**1** Whether you buy our Home Laundry 20 lb. size or our smaller, but still big, 9 lb. 13 oz. Jumbo size, you always get your money's worth of Concentrated **all's** unique formula. You've probably seen on TV how it breaks up greasy oil. (We drop greasy oil into 5 bowls of detergent solution. In 4 of them, the oil just sits there, while in the 5th, **all** breaks up the greasy oil.) **all** can solve your tough laundry problems, like grease... it can get everything you wash clean.

**2** **all's** concentrated. That means you use much less than with most other detergents. So wash for wash, both the 20 lb. and the 9 lb. 13 oz. size cost less than most other detergents. In fact, no other detergent gives you more for your money.



**3** Because Concentrated **all** comes in big sizes, it's much easier to dispense. Just scoop out what you need, rather than pouring it into a cup.

**4** And with our big 20 lb. size of **all**, each box will last so much longer, you won't have to run to the store as often... a good chance to save on gas and a big help if you do a lot of wash.

**Prove it  
yourself and  
save 40¢**

40¢ OFF

on Jumbo or Home Laundry size Concentrated **all**

Good only towards the purchase of Concentrated **all**. To dealer: Lever will reimburse you for the face value of coupon plus three cents handling provided you and the consumer have complied with the terms of the offer. Coupon value one-twentieth of one cent. Lever Brothers Company, Box 1388, Clinton, Iowa 52732.

STORE COUPON