



OMO—new word for brightness.

Most detergents get clothes clean. So does Omo. Most detergents get clothes white. So does Omo. But OMO adds BRIGHTNESS to cleanness and whiteness! Omo's secret is a remarkable brightening agent, developed for Lever Brothers. It adds brightness all along the line... not only to whites but to colors too, not only to cottons but to the nylons and modern fabrics as well. Take home Omo. Try it. You'll see the bright, bright difference it makes in your very first wash... yes, your first wash... or Lever Brothers will refund your money.

**New Heavy-Duty detergent**



# OMO adds Brightness to cleanness & whiteness!