



OMO—new word for brightness!

Watch for  
**FREE**  
**PACKAGE**  
**Coupon**  
 arriving at your home.  
 It's good for one regular size  
 package of OMO—free!

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.

**New Heavy-Duty detergent**



**OMO**  
 adds  
**Brightness**  
 to cleanness & whiteness!