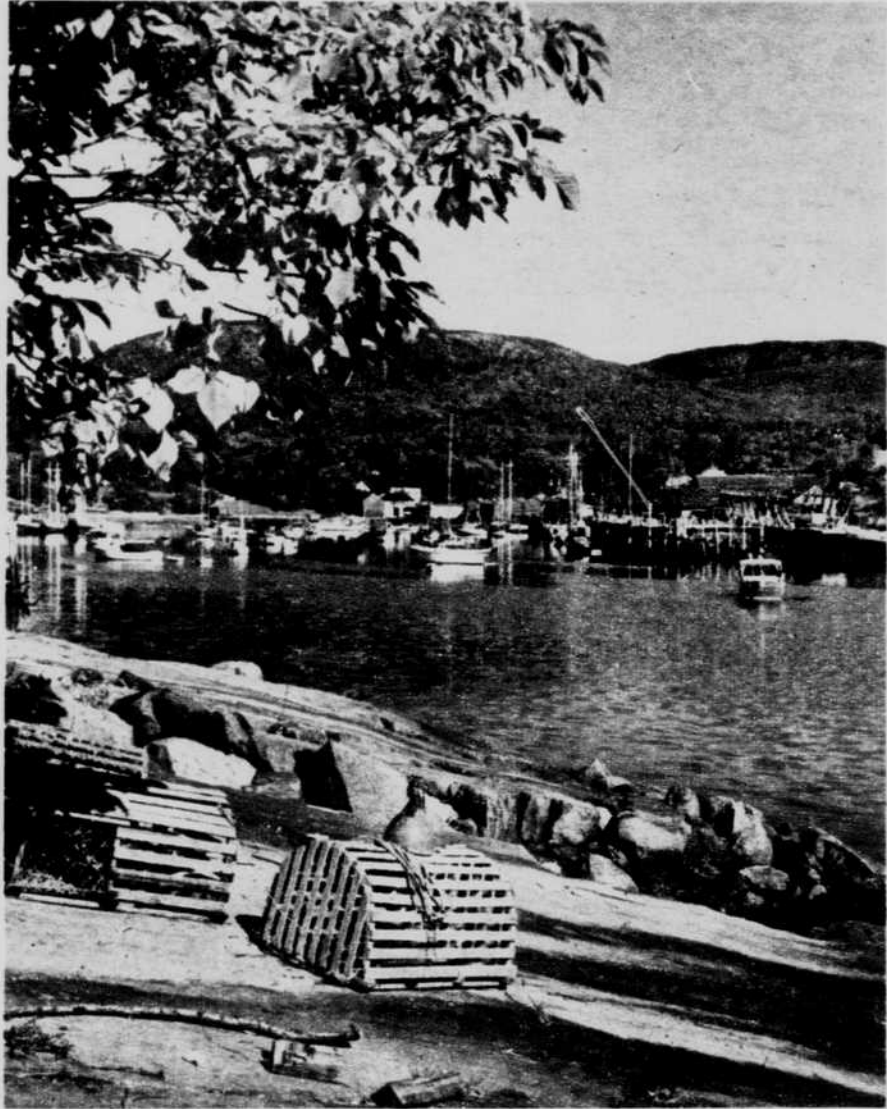


**CALF CLUB** *By Don F. Smith*



**LOBSTER TOWN** *By Eva Luoma Photos*



Even the bottle's new—pretty pink plastic!

**NEW DISHWASHING FORMULA SO MILD**  
you could use it for bathing baby!

Feel it in the suds—feel it on your hands. New formula pink Liquid VEL is wonderfully mild to your skin!

Cleans like a whiz, too! New formula pink Liquid VEL has a new Super Grease Cutter . . . works even on sticky egg!

Babies your hands while it does the dishes!

Prefer a powder? New VEL POWDER is mild—mild—mild and it gets you out of the kitchen fast!

