

NEW! IMPROVED!

New Pink Liquid **VEL**
CLEANS POTS AND PANS
QUICK AND EASY
AS GLASSES AND PLATES!



New **VEL** is **stepped-up in grease-cutting power!**

Even the greasiest things in your dishpan come clean fast with new improved VEL. It actually cleans pots and pans quick and easy as glasses and plates! That's because new VEL is stepped-up in grease cutting power . . . stepped-up to help you finish up faster. Yet for all its new ease, VEL is . . .

still milder to hands than the leading baby soap!



For powder users . . .
NEW VEL POWDER

has all the mildness you want in your dishpan —and new grease-cutting power to help you finish faster!