

Couple Speaks Vows at Borculo

NEW!
Colgate-
Palmolive-
Peet product...

VEL* cuts dishwashing time in half!

Dishes, glassware gleam without wiping!

Now you can do the things you've never had time for before! Because Vel saves up to half your dishwashing time! Just wash your dishes with this great, new soapless suds... a Colgate-Palmolive-Peet product. Then rinse... and you're through! No wiping! Vel leaves no soap scum or streaky film to polish away... And no dishpan ring to scrub out!

**No hard scouring to get
pots and pans shiny clean!**

Soak your pots and pans with Vel suds while you're washing the rest of the dishes. Then get them shiny clean with no hard scouring! Vel removes grease faster and more completely, and cleans dishes cleaner than soap!

Milder to hands
than any leading product
made for washing dishes,
fine fabrics!

Actual skin tests made by
an independent laboratory—
name on request—prove that
Vel is milder to hands than
any leading product made
for washing dishes and fine
fabrics.

VEL is the trade-mark of the
Colgate-Palmolive-Peet Co.

MarVELous for
DISHES, STOCKINGS,
LINGERIE, NOODLES!
Instant SUDS in
hottest, coldest water!

VEL

Colgate-Palmolive-Peet Co.