

Thrilling News for Every Woman Who Owns an

Electric Dishwasher

Finish ends water spotting



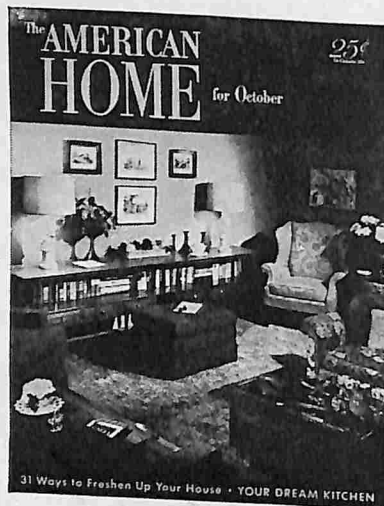
Finish washes dishes so spotlessly clean that all leading manufacturers of electric dishwashers now recommend it for their new and earlier model dishwashers. One large manufacturer reports: "Finish is much superior to other detergents we have been using". Another says, "there has never before been a dishwasher detergent so effective".

Thousands of women, hearing about this new "miracle" detergent that ends water spotting, ordered Finish by mail before we could supply it through their stores. Try Finish in your electric dishwasher. We promise, you'll hardly believe your own eyes when you see the wonderful results.

Get Finish at your grocery, department or appliance store. If your store does not yet have Finish, write to: Economics Laboratory, Inc., St. Paul 1, Minn.



finish the last word in SPOTLESS electric dishwashing



Designer William Bassler's living room is proof positive that good traditional furniture intermixes pleasingly with pieces from his "Transitional" group. See page 58

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