

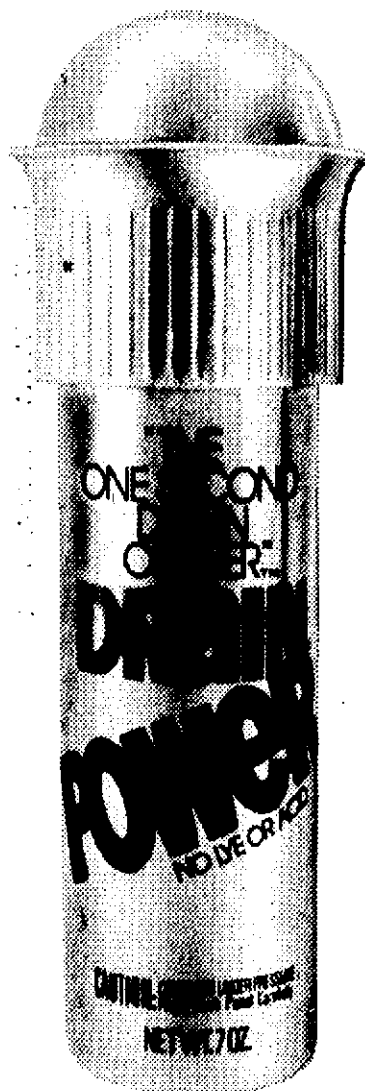
# REVOLUTIONARY NEW KIND OF DRAIN OPENER INVENTED; UNCLOGS DRAINS IN 1 SECOND

## NO LYE OR ACID

### Worry of Handling Chemicals Over

Up to now, virtually all liquid and crystal drain openers have contained either lye or acid. Lye and acid can, if misused, burn the skin.

**Drain Power Ends Worries**  
Drain Power contains neither lye nor acid. Instead it uses the pressure principle to do the job. (See caption under main illustration.) So a double worry has been removed from everyone who has ever had a clogged drain



to contend with. No acid or lye to worry about handling. No acid or lye to store around the house.

As with many pressurized products like hair sprays, window cleaners, etc., the Drain Power can carry this standard warning: **Caution:** Use only as directed; intentional misuse by deliberately concentrating and inhaling the contents can be harmful or fatal. Use with adequate ventilation to avoid vapor buildup. Keep out of reach of children.

### Drain Power Now Available Wherever Drain Openers Are Sold

Look for our bright red package at: Supermarkets; Hardware Stores; Discount Houses; and Do-It-Yourself Centers.

## COSTS NO MORE TO USE THAN LEADING LIQUID LYE

Drain Power is not only far faster than the leading liquid drain opener, it actually costs no more to use.

When used according to directions, you can get only two uncloggings from a bottle of the liquid drain opener. Average cost per use for unclogging is 40-45 cents.

But you can get at least five uncloggings from a can of new Drain Power. Average cost per use? 40-45 cents!

## Safe to Pipes

What effect does Drain Power have on the average plumbing system?

Tests across the country show Drain Power will not harm structurally sound plumbing systems or septic tanks in any way.

## Non-Polluting - Boon To Homes With Septic Tanks

One out of four houses in the U.S. relies on septic tanks or cesspools instead of sewers to carry off wastes.

There is a delicate balance to the bacterial processes which make these systems work.

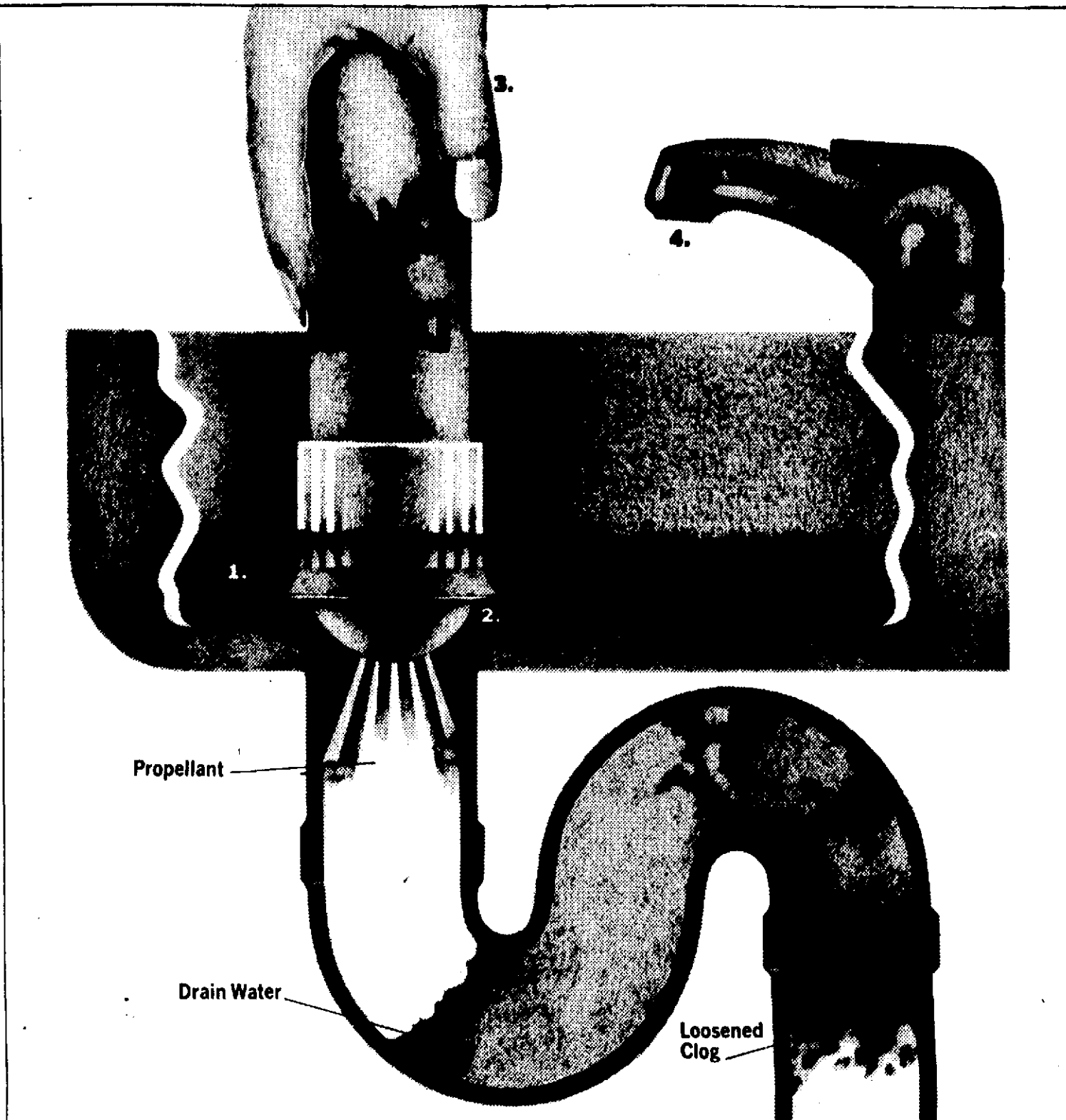
Drain Power, which contains no lye or acid, will not interfere with septic tank and cesspool systems.

## Things To Remember Before Using Drain Power

Almost all sinks, basins and tubs have an overflow vent. When using Drain Power, the overflow vent must be covered. Otherwise, Drain Power's clog-releasing power can cause splashing.

Many homes have back-to-back basins in adjacent rooms.

That brings up the same type of problem as the overflow vent. In this case, cover the second drain opening and vent if applicable.



**New Product Opens Clogged Drains In One Second Without Harmful Caustics.** Drain Power is extremely easy to use as this illustration of a kitchen sink shows. 1. Fill sink with 1-2 inches of cold standing water. 2. Remove strainer or stopper

from drain and quickly insert nose of Drain Power can into drain opening. 3. Push bottom of can firmly downward for one second. Miraculously, the drain is opened. 4. Run hot water for one minute to flush loosened particles down drain.

## INVENTION WORKS AT SPEED OF SOUND; MAY MAKE OTHER DRAIN OPENERS OBSOLETE

Drain Power may be the world's fastest drain opener you can buy in stores.

Performance figures recently released by the Glamorene Products Corporation of Clifton, New Jersey, manufacturers of the new drain-opening product, are, in a word, mind boggling.

Gilbert Pittet, Research Product Manager at Glamorene, and one of the inventors of Drain Power, explained that Drain Power works by releasing a propellant in the drain water. This sets up a shock wave which

travels in a straight line through the drain water at the almost unbelievable rate of 4,700 feet per second—the

speed of sound! Unclogs in One Second These shock waves travel-

Clogged and/or Sluggish Drains: Minimum Wait After Use*	
Drain Power	1 second
Leading Crystal	15 minutes
Leading Liquid	30 minutes

\*As per package directions.

ing at high speed loosen the clog in the pipe on impact and push it through the pipe and into the sewer or septic tank.

It takes one second or less for this to happen, according to Edwin Kolodny, Director of Research and Development. The sink or tub can then be used immediately. A comparison of the waiting time before a drain can be used between Drain Power and conventional drain openers is impressive to say the least. (See chart at left.)

### Half-Billion Drains in U.S.

It is estimated that there are over 400 million drains in year-around houses in the U.S.—all with the potential of clogging up.

## SPECIAL NOTICE:

Do not use Drain Power in clogged drains where lye or acid drain cleaners have been previously used and may still be present.

If the drain has been adequately flushed of these chemicals, Drain Power can be used.

Drain Power works by pushing a column of water against the drain blockage. Drain Power cannot harm you, but the splash back of lye or acid can.

### Long Hairs Love Drain Power

As any family with teen-age girls can testify, long hair has been responsible for an increasing number of clogged drains. Drain Power opens hair-clogged drains in one second.

### GLAMORENE GUARANTEE:

Drain Power will unclog your drain or your money back.

## METHOD CALLED MIRACULOUS

# Unclogs With Pressure Instead of Lye or Acid

## New Product Is Aply Called Drain Power®

CLIFTON, N. J.—The Glamorene Products Corporation has announced the invention of an entirely new kind of drain opener which seems destined to make conventional liquid and crystal drain openers all but obsolete.

The new product, called Drain Power, works in a totally different way. Unlike old-style liquids and crystals, Drain Power contains no lye or acid. Instead, it works by pressure.

### Beats the Plumber

Glamorene officials, normally cautious about praising new products, are ecstatic about Drain Power.

Edward H. Page, Director of Marketing, said, "In less time than it would take a woman to dial her plumber's telephone number, Drain Power can have her sink or tub running freely again. And she won't have to worry about handling lye or acid to do the job."

### One Shot Does Job

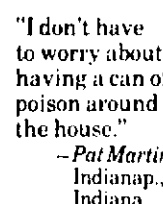
Drain Power works by releasing a shot of propellant into the drain. This sends pressure waves through the drain water which push the clog through the pipe and into the sewer—instantly. With no laborious emptying of the sink, no annoying measuring of chemicals, no frustrating waiting time.

In recent tests, one shot of Drain Power was more than ample to clear out completely clogged or sluggish drains and make them fast running in 84 percent of the cases. (Note: if an extraordinary object should fall into your drain—a fork, for example—Drain Power will probably not be able to dislodge it. No drain opener can. That's a job for a plumber.)

## Women With Problem Drains Rejoice



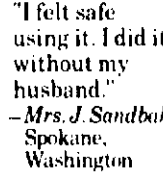
"One swish and it is all over...it really is powerful."  
—B. Crawford  
Spokane, Washington



"I don't have to worry about having a can of poison around the house."  
—Pat Martin  
Indianapolis, Indiana



"It's instant. The other ones you have to wait a half-hour before you use the sink. It works very well."  
—Mrs. L. DeLuca  
Glen Rock, N.J.

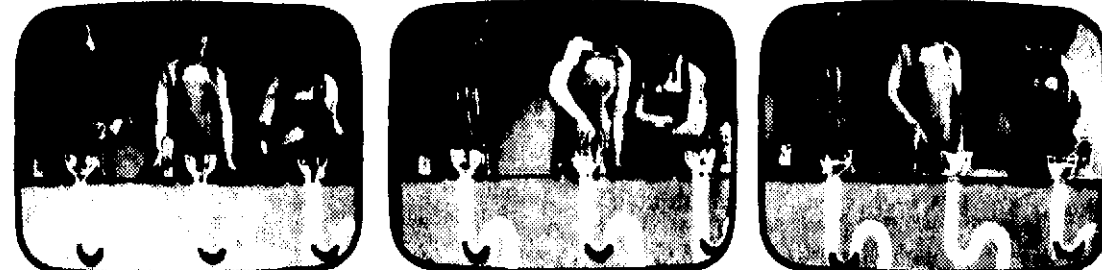


"I felt safe using it. I did it without my husband."  
—Mrs. J. Sandbak  
Spokane, Washington



"There's no mess such as spilling liquids or crystals."  
—Ethel Praticke  
Beech Grove, Indiana

## Massive Clog Of Human Hair, Grease, Soap And Coffee Grounds Dislodged In One Second As Drain Power Beats Liquid And Crystal Drain Cleaners In TV "Race"



NEW YORK—Cameramen and stagehands watched in amazement as Drain Power's incredible speed was demonstrated during the video taping of a television commercial in a New York studio. The "plot" of the commercial was extremely simple. First, three glass drains

were deliberately clogged with human hair, congealed grease, soap curd and coffee grounds. Then, an actual TV "race" took place. At the words: "Ready, Set, Go!", two women hurriedly poured and spooned liquid and crystal drain openers into their respective drains.

Giving the competition a clear head start, the third woman walked up to her drain, inverted her can of Drain Power, gave the can a firm downward push and—whoosh—her drain was open and free-running again. The competition? Still clogged long after Drain Power had cleared its drain.

# SAVE 30¢ ON AMAZING NEW DRAIN POWER

30¢
STORE
COUPON
30¢

**30¢ OFF**  
when you try new  
Drain Power

30¢
30¢

TO DEALER: We will reimburse you for the face value of this coupon, plus 3¢ for handling, provided that you and the consumer have complied with the terms of our coupon offer. This coupon is good only when redeemed by you from a consumer at time of purchasing specified brand. This coupon is non-assignable. Invoices proving purchase of sufficient stock of our brands to cover coupons presented must be shown upon request. Coupons will not be honored and will be void if presented through outside agencies, brokers or others who are not retail distributors of this brand, or who are not specifically authorized by us to redeem this coupon. Cash value 1/20th of 1¢. Void if prohibited, taxed or restricted. Glamorene Products Corp., P.O. Box 1349, Clifton, Iowa 52734. Good only on Drain Power. Any other use constitutes fraud.