

# You've met



(ROCKETED FROM ZERO TO DU PONT'S  
NO. 1 MOVER IN ONE YEAR)

# Now we'd like you to meet...



# THE NEW

# *Rally*

TRADEMARK

# FAMILY





# *Rally...*

THE FASTEST-GROWING NAME IN CAR CARE...  
NOW THE NEWEST LINE OF EASY-TO-USE  
APPEARANCE PRODUCTS

- ***Rally* CREAM WAX.** The daddy of them all, featuring half-hour speed, ease and long-lasting beauty.
- ***Rally* TIRE & VINYL CLEANER.** Brand new. Packs a wallop of cleaning power for tires, yet gentle enough for vinyl upholstery, etc. Spray-on aerosol with handy scrubber cap.
- ***Rally* VINYL TOP WAX.** Restores new beauty to vinyl tops of any color. Protects and prolongs life of vinyl.
- ***Rally* LIQUID CAR WASH.** Strong detergent action floats off dirt but never harms wax or finish.
- ***Rally* CAR WASHER SPONGE.** Perfect mate to RALLY LIQUID CAR WASH. Proportioned to fit a man's hand. Cuts big jobs down to size.

Here's what the *Rally* line offers you

- 1. EXTRA SALES** RALLY CREAM WAX had a tremendous first year. Millions tried it—millions liked it. These same people are sure to trust and try *other* RALLY products. This means extra sales and more profitable sales for you.
- 2. STRONGER MERCHANDISING** The RALLY brand name—repeated from product to product—will create greater eye-appeal and buy-appeal at the point of sale. Combination displays of RALLY products will encourage combination sales.
- 3. SELF-SELLING LINE** The new RALLY line is designed to sell itself. Each handsome label with the famous logo and stripes will stand out on any shelf. Even the back-label works for you—first with product benefits, then with simple, non-technical directions.
- 4. PRE-SOLD NAME** The RALLY name has been and will continue to be pre-sold through powerful national advertising.

**TURN THE PAGE TO SEE WHAT'S COMING IN 1970!**



For the second straight year...full-scale national advertising

for **Rally**™ **CREAM WAX**

1970 CAMPAIGN TO CONTINUE TREMENDOUS '69 KICK-OFF!  
WILL REACH 91% OF ALL MEN (AGES 18 TO 49) AVERAGE OF 18 TIMES!

# THE BIG TV SHOWS LIKE...

Your 1970 spring campaign for Rally will take off with the same power and intensity as the great '69 kick-off! Rally Cream Wax will be featured on all major TV networks in prime time — with special emphasis on sports events—the shows that motivate MEN to buy. (Details to come in early '70 when the best shows are available.)



## DRIVE-TIME RADIO FROM COAST-TO-COAST ON ALL FOUR NETWORKS

Look for a best-known sportscaster to sell the Rally Line Monday through Saturday on 487 stations during the top 8 weeks of the season! Plus—spot commercials on all four networks... 550 in all... for Rally Cream Wax.



## SPECIAL INTRODUCTION CAMPAIGN FOR ENTIRE *Rally* LINE!

All of the new Rally car-beauty products will get full-page exposure in the top car-buff magazines—Plus such national publications as ESQUIRE and SPORTS ILLUSTRATED, May and June Issues.



THIS KIND OF ADVERTISING POWER IS SURE TO  
SELL THE WHOLE RALLY LINE! PLACE YOUR FULL  
LINE ORDER NOW IN TIME FOR YOUR BEST SPRING EVER