

- Dishwashing liquid, dishwashing liquid.
- Stop! Don't buy that low-price brand, buy Joy! Lemon-fresh Joy.
- (smelling) Lemon.
- Wait, this one has a lower price.
- For all the dishes I wash, I've gotta be economical.
- But Joy gets your dishes so clean you can see yourself.
- Beautiful shine.
- It is a beautiful shine, but if you buy Joy, it's got to cost more. You can't have everything!
- Right.
- Wrong! You wash a lot of dishes! How many can you wash with a cap full of that low-price brand?
- About this many.
- Hmm.
- Well a cap full of Lemon-Fresh Joy is so rich and concentrated, it'll wash up to twice as many.
- Hey, if it can wash twice as many dishes, Joy won't cost me anymore to use than the low-price brand.
- And with Lemon-Fresh Joy, you can see yourself in your dishes.
- How can you beat Joy?