



Actual photographs of transparent automatic washers prove:

No thick-suds detergent can wash so clean yet rinse as free as all



See how harsh, thick suds smother the washing action... clothes can't get as clean

Old-fashioned thick-suds detergents make such a heavy blanket of suds that clothes can scarcely move. And how can clothes get really clean if there isn't free and easy movement through the wash water? (Danger sign: These thick suds can billow up, overflow, and can cause damage to expensive automatic washer parts.)

Soapy suds like these just can't be rinsed away completely. They cling to fabrics and can deposit a dull, sticky suds scum. That's why clothes washed in thick suds can turn out so disappointingly grey and only half-clean.



Now see how all with gentle "controlled suds" permits free washing action... gets all the dirt out

all lets clothes slosh around in the water the way they're supposed to... getting out every bit of dirt. No thick, soapy suds to slow down washing action in this picture. Little wonder automatic washer makers prescribe all with "controlled suds" for best results in their machines!

And, during rinsing, all disappears completely, taking all the dirt right down the drain. Clothes washed with all are always so fresh and sweet... so completely, immaculately clean! Is it any wonder that no thick-suds detergent can wash so clean yet rinse as free as all with controlled suds!

That's why automatic washer makers prescribe

all with "controlled suds"!



More clean clothes for your money!

You get more washes from one 10-lb. box of condensed all than you do from three "giant" size boxes of the thick-suds detergents. Besides, no thick-suds detergent can wash so clean yet rinse as free as all with "controlled suds."

No wonder most automatic washers contain a box of all when they leave the factory... to get you off to the best possible start.

Your grocer carries all in just the right size for your family, including handy, money-saving 25-lb. packages and pails. Buy all today... for best results.



all is made by MONSANTO where creative chemistry works wonders for you

