



Sometimes it takes a man to put you wise to cleaner, brighter washing!

More than 11,000 servicemen are telling washer owners to use *all*. They know from experience why *all* is prescribed for finest washings by the machine makers. They know how "controlled suds" prevent the washer troubles thick suds cause.

all washes almost without suds. And that is good, in two ways:—

First—old-fashioned sticky suds are *really bad for your wash*. They smother the tumbling action of the things in your wash; hinder the flow of water and detergent through the fabrics.

And in rinsing, those soiled suds cling to your clothes and actually redeposit the same dirt in them.

Second—thick, sticky suds are *bad for your washer*. Men who service automatic washers blame "too much suds" for 4 out of 5 of their service calls. (Somebody has to pay for those calls!)

all helps your automatic make good

all's "controlled suds" let your washer work the way it's meant to. You paid for bright, sweet, super-clean washings—and trouble-free service. *all* will help your washer deliver exactly those things.

"Controlled suds" wash, rinse better

all stays down in the water where the clothes are. It goes to work there, dissolving the dirt out of your things—without making millions of bubbles that do nothing useful

but may threaten damage to your automatic.

And *all*'s "controlled suds" *flush out immediately* with the rinse water. There's no possibility of a *sticky suds* film clinging to the clothes to get them dull and dirty all over again.

Forget the suds superstition

Your grandmother may have told you suds are a sign "the soap is working." But that was before *all* was invented.

Truth is that *suds themselves have absolutely no cleansing power*. None whatever, as every home economist knows.

Now millions of women know it, too—women who wash with *all*. They *profit* from this new-day "controlled suds" way of laundering—in brighter, whiter, sweeter smelling washes. *In cleaner clothes that stay clean longer.*

Let *all* prove itself to you

A trial will convince you. Try the best of all the others. Then try *all*. Try it on all your clothes, from the grimeiest work clothes to filmiest lingerie.

We *guarantee* you'll see for yourself a big difference in the look and feel—and smell of

freshness; in extra whiteness; in extra time your washed things *stay clean* . . . or you can have your money back.

Try out both types of *all*

So put *all* on your shopping list. At your grocer's you'll find two kinds of *all*. In the blue box, **CONDENSED**—favorite of millions. In the red box, **EXTRA FLUFFY** for use in your automatic, also for kitchen use and basin-washing of stockings and lingerie. The red box weighs and costs one-third as much as **CONDENSED** *all* in the blue box. Monsanto Chemical Company, St. Louis, Missouri.

CONDENSED
in the blue box



EXTRA FLUFFY
in the red box



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

