

New **all** has amazing whitening discovery that washes "yellowed" nylon fresh white again, gently... without bleaching!

Too "yellowed" to wear with pride. She had just about decided to give away her favorite nylon blouse. Then she heard about new Super-Rinse **all** with its exclusive whitening discovery... and decided to try it.



It washed fresh-white again after only 3 washings in new **all**. Laboratory tests prove thick-suds detergents cannot equal new **all** with AE-160. This amazingly gentle whitener is exclusively in **all**... and works beautifully on nylon, cotton, and linens.



"Lay-Away Test": Set aside any fresh-washed white you can spare. Something you consider a good example of your whitest white. Then start using new Super-Rinse **all**. After a few washings, compare the "lay-away white" with one of the whites washed in new **all**. You'll love the difference you see!



all costs less to use than leading thick-suds products because **all** is condensed. You measure by the tablespoon rather than by expensive cupfuls and save on every wash load.



"Controlled suds" will not clog your washer, ruin expensive parts. Automatic washer makers and servicemen prescribe **all** for best washing results.

all is made by MONSANTO



Where creative chemistry works wonders for you