

"Yellowed" nightgown washes white again gently... without bleaching... in new **all** with amazing new whitening discovery!

Before using all: This lovely nightgown had "yellowed" from washing after washing with thick-sudsing detergents. Then, hearing about new **all** she decided to try it.



After using all: It washed white again without bleaching, in new **all** with whitening discovery AE-160. Just four washings in new Super-Rinse **all** brought the detergent-"yellowed" nightgown back to fresh, clean white again.



"Lay-Away Test": Set aside the whitest white your present detergent can wash. Then start using new Super-Rinse **all**. After a few washings, compare the "lay-away white" with the whiter whites washed in **all**! You'll love the difference you'll see.



Appliance dealers prescribe **all** with "controlled suds" for best washing results, best washer care. Only in severe cases, on deep-set stains or transferred dyes does the whitening action of new **all** need the help of a household bleach.



all is condensed for economy. One 10-lb. box outweighs three boxes of thick suders. 1 tablespoon gives water greater wash-ability than 3 tablespoons of leading thick-suders. Use **all** by the tablespoon... and save!

all is made by MONSANTO



Where creative chemistry works wonders for you