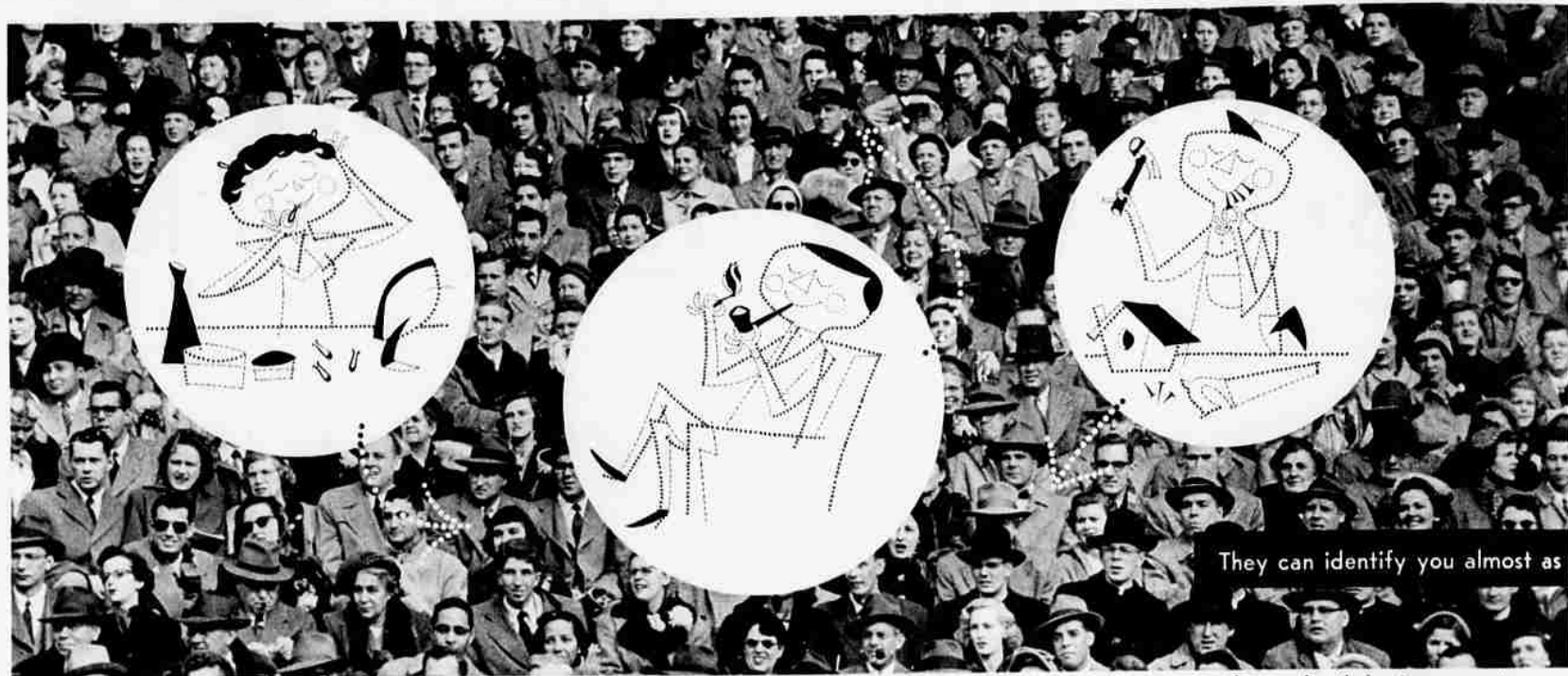




Habits as well as heredity can shape your teeth. Women who bite into bobby pins can carve notches in them. So can chronic pipe smokers and nail-chewing carpenters.

CLEAN CLEAR THROUGH

—and Deodorized Too!

THAT'S A FAB WASH!

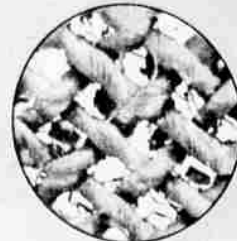


Microscope, magnifying fabric 100 times, shows the amazing difference between FAB-washed clothes and others washed with less effective products. FAB (see Picture No. 2) gets clothes clean clear through, *not just surface clean*... not just bleached white or blued white. Millions of women use washday products (see Picture No. 1) that let soil and scum pile up in clothes. Do you? Dirt can cause odor! No such problem with FAB-washed clothes. They're really clean, yes, *clean clear through*—and deodorized, too!

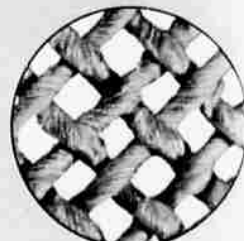
Millions use washday products that leave hidden dirt in clothes. Dirt can cause odor...

Clothes washed with modern FAB are clean clear through—and deodorized, too

PICTURE NO. 1



PICTURE NO. 2



FAB Is The Hard-Working, Heavy-Duty Detergent For The Whole Family Wash... And Dishes, Of Course!