

Washday Wonder of the World!

New **FAB**
with **DURATEX**

In New
Shimmering
GOLD-FOIL BOX



washes clothes
CLEANER, WHITER, BRIGHTER more lastingly
odor-free
than any other washday product!

LOOK FOR THE
BRIGHT GOLDEN BOX
TO BE SURE YOU'RE
GETTING THE WASHDAY
WONDER OF THE WORLD—
NEW **FAB** WITH
DURATEX!

No wonder New FAB is Approved
and Recommended by the
Nation's Leading Manufacturers
of Fabrics and Clothing!

New FAB, in the new gold-foil box,
washes clothes so clean, so white, so
lastingly odor-free, that these famous
manufacturers — makers of over one
billion fabric products a year — recom-
mend FAB without qualification:

Big Yank
Blue Bell
Botany
Burlington
Mills
Chatham
Blankets
Cinderella
Esquire Socks
Excello

Exquisite Form
Brassieres
Fortuna
Hanes
Judy Kent
Manhattan
Mojud
Hosiery
Monocle
Munsingwear

Pacific Contour
Sheets
Sacony
Seamprufe
Springmaid
Stevens Utica-
Mohawk
Tom Sawyer
Wamsutta
Weldon Pajamas

Look for these brands... and the tag they carry that says,
"WASH IN NEW FAB WITH DURATEX"