

# CLEAN CLEAR THROUGH

—and Whiter, Brighter, Too!

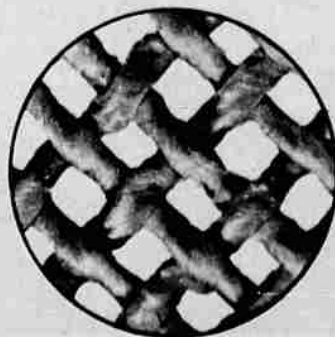
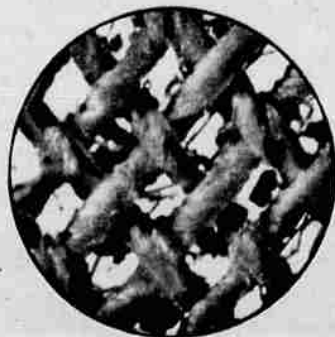
## THAT'S A FAB WASH!



Yes, every FAB wash is clean clear through—and whiter, brighter, too . . . thanks to miracle Duratex! While some other washday products may get your clothes *surface* clean, New FAB gets out the deep-down dirt that grays your clothes, even after repeated washings! New FAB gives you far more than merely bleached-white or blued-white washings—FAB gives you a *really* clean wash . . . fresh and sweet-smelling! . . . clean clear through—whiter, brighter, too! Yes, that's a FAB wash . . . clean clear through—and whiter, brighter, too!

These pictures show shirt fabric magnified 100 times:

See the hidden dirt left in this fabric washed by some ordinary products? Dirt builds up dinginess—leaves clothes looking gray and lifeless.



Thanks to amazing New Duratex, found in FAB alone, white clothes are whiter! — colors brighter . . . clean clear through—whiter, brighter, too!



FAB with miracle Duratex is the hard-working, heavy-duty detergent in the Gold-Foil Box!