

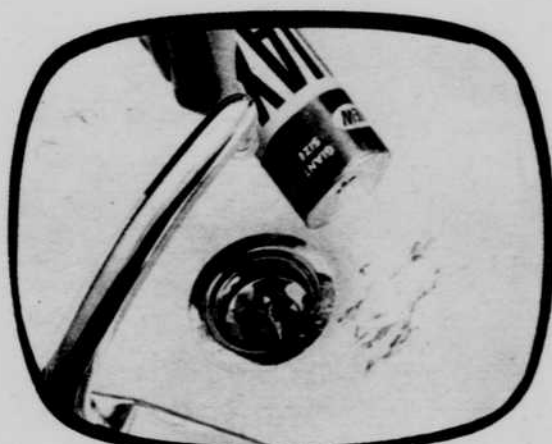
**“Why Calvin, you old smartie,
that sink just sparkles!”**



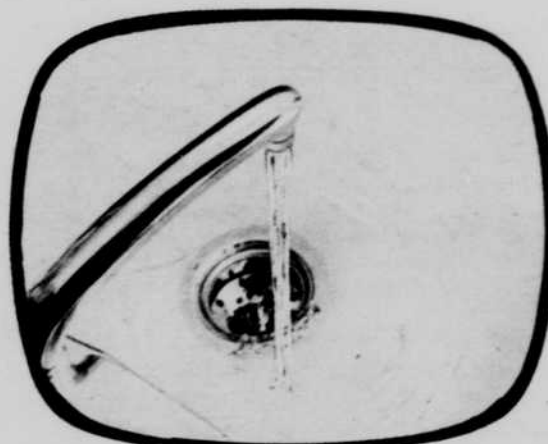
**“Like they say...new AJAX
gets out stains
even bleach can't reach!”**



Ordinary stains are no problem for a bleaching cleanser. But those awful oddball stains—paint, potmarks, shoe dye or nail polish—really put a cleanser to the test. Even liquid bleach right out of the bottle won't work.



Today's cleansers all contain bleach. And Ajax bleaches with the best of them. But bleaching's only part of the job. That's why new Ajax cleanser has been pepped up—gets out stains even bleach can't reach!



See what happens with new Ajax. Your sink snaps back sparkling clean and white. So remember, for the toughest stains get the cleanser with built-in scour-power. New Ajax! Gets out stains even bleach can't reach.

**Famous bleaching AJAX now has built-in scour-power
...gets out stains even bleach can't reach**



IF PRODUCT OR PERFORMANCE DEFECTIVE
★
Good Housekeeping
GUARANTEES
REPLACEMENT OR REFUND TO CONSUMER