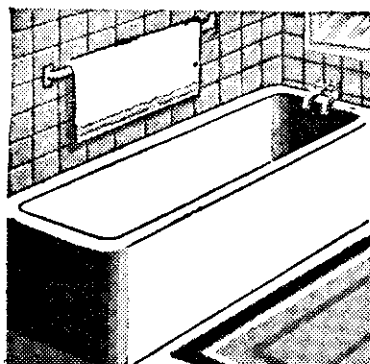


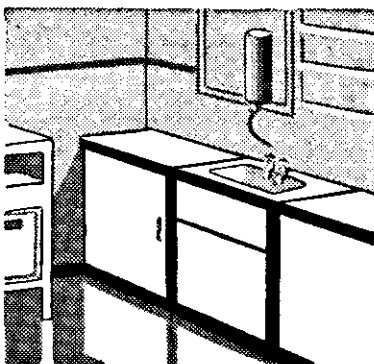
Treat a Surface
on its Merits * *



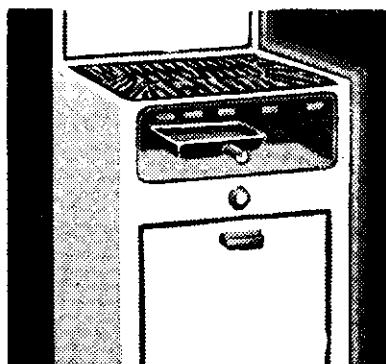
SILVERGLO for silverware, crystal, jewellery and chromium. A plate powder that coaxes out brilliance without harming the finest surfaces.



ATABRITE for mirrors, baths and sinks. Face-powder fine to avoid scratching, yet powerful enough to swish off smears and smudges, make future cleaning easier.



ATAKLEEN cleans and brightens pots, pans and cooking ware in a jiffy. It is a real go-getter for stains, grease, and smoky smudges.



ATAMAX for caked burnt-on grease on stoves and ranges. Tough and caustic, it wins out against the hardest cleaning job.



ATAGLEAM for polished wooden surfaces—spruces up dull furniture, enlivens the grain, protects the surface.

USE THE ATA FAMILY OF HOUSEHOLD CLEANERS

GOOD COMPANIONS FOR HOMELY THINGS

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