

*"I used to work like a horse at house cleaning—Now 'ATA' does the hard part!"*

Instead of plenty of elbow-grease and one general cleanser, now I keep the Ata Family on the job . . . 4 special cleansers which make cleaning 4 times as easy. And cheaper too, in the long run, because each Ata cleanser is perfect for its own job and takes a mere fraction of the amount of a general cleanser. You can't expect the fine polisher that does mirrors and windows to take the heavy grease off the gas range, can you? It just isn't reasonable. Take my advice and switch to the Ata family today.



### ★ ATA-BRITE

**For Glassware, China and Enamel**  
Gives a sparkling finish to windows, crystal, mirrors. Won't scratch or mar the finest surface. Ata-brite's face-powder fine. Baths and sinks not only glisten after using Ata-brite but are easier to clean next time.



### ★ ATAKLEEN

**For Greasy Stoves and Aluminium**  
Takes on the tougher cleaning problems . . . Makes easy work of removing grease, fruit and meat juice stains from ovens, ranges, stoves. Whisks smoky smudges off pots and pans . . . leaves them gleaming.



### ★ ATAGLEAM

**Furniture Polish**  
Here's new life to dull furniture. Ataglean spruces up all woodwork—gives a gleaming polish, enlivens the grain, protects the surface.



### ★ ATAMAX

**For Heavy Grease on Stoves**  
Watch Atamax go after caked and burnt-on grease in stoves and ranges. Simply eats it up. It's caustic—but it has to be. Only a caustic cleaner like Atamax will do the job.



### ★ SILVERGLO

An excellent plate powder for cleaning and polishing. Can be used on most delicate silverware without harmful scratches. Cleans and gives a brilliant polish in one operation. Ideal for electroplate, glassware, silverware, jewellery, chromium, stainless steel, mirrors and windows.



*S. W. Peterson & Co., Ltd., Auckland, Wellington, Christchurch and Dunedin.*



**"I'm Not Ashamed of My False Teeth Smile Now . . .**

**"Regularly using 'THIS' to clean my Denture has worked wonders in the appearance of my Artificial Teeth."**

**Try a Tube and see your Artificial Teeth Improve.**



**CLEANS Artificial TEETH Properly**