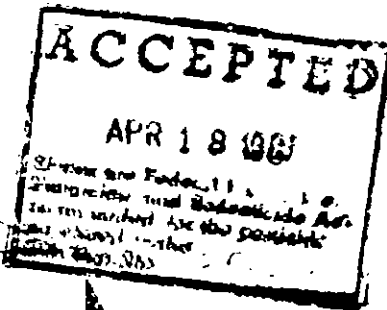


CAUTION: KEEP OUT OF REACH OF CHILDREN. SEE DIRECTIONS AND CAUTIONS ON BACK PANEL.

**Johnson
wax**
MAINTENANCE PRODUCTS



Johnson

FORWARD
cleaner



ONE GALLON

S. C. JOHNSON & SON, INC., RACINE, WISCONSIN 53403 U.S.A.

ACTIVE INGREDIENTS: N-alkyl (C₁₂-C₁₄-C₁₆) dimethyl benzyl ammonium chlorides 1.60 Anhydrous sodium metasilicate 2.50
INERT INGREDIENTS: 95.90 (Includes cleaning detergents, wetting agents, synergizing builders, chelating agents, dye, perfume and water.)

FORWARD gives you everything you ever expected from a cleaner... or a cleaner-disinfectant. It is especially recommended for use as the maintainer to be used for regular cleaning of floors... to keep them bright, good-looking, protected... with far less work and at lower cost.

Johnson and FORWARD are trademarks of Johnson Wax.

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EPA Reg. No. 4822-21-AA
EPA Est. 4822-WI-1

KEEP FROM FREEZING

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DIRECTIONS FOR USE:

It is a violation of Federal Law to use this product in a manner inconsistent with its labeling.

How to use FORWARD

For most soils . . . on most surfaces:

Mix a 1-to-40 dilution (1 cup of FORWARD to each 2½ gallons of water) . . . a sanitizing solution. For light cleaning, weaken the solution (down to 1-to-128 dilution. Your own experience will tell you how light you can go and still retain the efficiency of FORWARD's superior cleaning).

Then use as you would any good cleaner. Rinse and let dry. For extra-heavy soil, strengthen the solution (up to a 1-to-20 or a 1-to-15 dilution . . . a germicidal solution. Anything stronger is a waste of FORWARD's extra cleaning power).

FORWARD works well in cold water, but the use of hot water will increase its effectiveness.

FORWARD as a sanitizing agent at 1-to-60 and stronger dilutions,

FORWARD is an effective sanitizer—cleans and significantly reduces bacterial counts. At stronger solutions, of course, including the 1-to-40 dilution recommended for most cleaning, it is also highly effective as a sanitizer.

FORWARD as a germicide at a 1-to-20 dilution (2 cups FORWARD to 2½ gallons hot or cold water)

FORWARD is an effective germicide and disinfectant . . . contains 760 ppm. of a potent quaternary germicide which is effective against a wide spectrum of micro-organisms. This formulation has passed the A.O.A.C. Use-Dilution Test for germicides against *Staphylococcus aureus* and *Salmonella choleraesuis*.

Disposal:

- Do not contaminate water, food or feed by storage or disposal. Open dumping is prohibited. Do not reuse container.
- Pesticide mixture or rinsate that cannot be used should be disposed of in a landfill approved for pesticide or buried in a safe place away from water supplies.
- Triple rinse container and dispose in an incinerator or landfill approved for pesticide containers, or bury in a safe place
- Consult Federal, State or local disposal authorities for approved alternative disposal procedures.

Precautionary Statements

CAUTION

Hazard to Humans

Avoid contact of undiluted product with skin or eyes. In case of contact immediately flush eye or skin with plenty of water. Get medical attention if irritation persists

What FORWARD is . . .

Johnson FORWARD Cleaner is a silicate-buffered, non-ionic synthetic detergent. The FORWARD formulation is an exclusive blend: a unique blend of ingredients . . . all balanced, coordinated and working together . . . teamed for top efficiency and effectiveness on floors, walls, ceilings, equipment—any washable surface.

Controlled-action FORWARD

unleashes . . . **Full-range cleaning power**—never before available in anything but a harsh caustic.

Full-range cleaning power—necessary to remove all kinds of dirt—even dirt locked in by grease or soap scum.

Full-range cleaning power—gets things clean not only on routine jobs, but on problem jobs as well . . . jobs that are beyond the range of most "neutral" cleaners.

Yet **FORWARD** is not harmful to floors or painted surfaces when used according to directions. FORWARD contains bio-degradable detergents