



FIRST COMMUNION.

Three Lions photo.



Acme photo.

KISS FOR A PARIS CYCLIST.

For a Photo: \$5

• If you have taken a photo which you think will interest readers of the Picture Section, send it to the Photo Editor, Chicago Tribune. If it is accepted, The Tribune will pay you \$5.00. (PHOTOS WILL NOT BE RETURNED UNLESS POSTAGE IS INCLOSED; return is not guaranteed).

YOU'LL BE THRILLED BY THE WHITENESS OF YOUR CLOTHES ON WASHDAY!

New Concentrated Super Suds in the Blue Box Washes Your Clothes up to 25% Whiter!

And That is Just One of the Five Washday Advantages This New Soap Gives!

Join the 1,200,000 happy women who have changed to the new **CONCENTRATED SUPER SUDS** in the blue box—the wonder-working new soap that gives you 5 GREAT WASHDAY ADVANTAGES you've always wanted!

Concentrated Super Suds gives you these 5 great washday advantages because it's made with Pyray, the amazing new soap ingredient.

That's why **Concentrated Super Suds** gives you more suds—whiter, easier, quicker washes—with perfect safety for your clothes.

Rich Suds End Drudgery

When you first use the new **Concentrated Super Suds**—what remarkable results you'll get, in tub

or machine! Richer-suds that *soak* dirt free in as little as 10 minutes . . . wash your clothes as much as 25% whiter . . . get colored things miraculously fresh and bright!

Yet **Concentrated Super Suds** is so *mild*! Clothes last 2 to 3 times longer when washed without scrubbing, the new **Concentrated Super Suds** way!

\$1,000,000 to Perfect It!

The new **Concentrated Super Suds** is TAILOR-MADE to the order of American women. For 7,000 housewives, testing the most popular brands of granulated soap in their own homes, told us exactly what they wanted in the *perfect* laundry soap. The Colgate-Palmolive-Peet Company spent over a million dollars to make and perfect the new **Concentrated Super Suds**! It was made to solve all your washday problems—get a package today!

WE ARE SO SURE **CONCENTRATED SUPER SUDS** in the blue box is the finest soap you have ever used, that we make this offer:—Get a package today. Test it against any other soap. If you don't agree **Concentrated Super Suds** gives better results, mail empty carton to **Concentrated Super Suds**, Jersey City, N. J. We'll send **DOUBLE YOUR MONEY BACK!**

CONCENTRATED SUPER SUDS IS MADE WITH PYRAY, NEW WONDER-WORKING SOAP INGREDIENT

PYRAY is the marvelous new soap ingredient that helps to give the new **Concentrated Super Suds** in the blue box its astonishing "extra-sudsing" power. That's why **Concentrated Super Suds** surpasses other less modern soaps tested—why it gives you the 5 great washday advantages you have always wanted in a laundry soap! You'll find that this remarkable new soap makes washing far easier . . . that it gets clothes far whiter, colors fresher . . . and saves you so much time as well!

Presenting
CONCENTRATED SUPER SUDS
THE AMAZING NEW SOAP WITH FIVE GREAT ADVANTAGES!
A WASHDAY NEWSREEL

- 1 SUPER ACTION!** GIVES TWICE AS MUCH SUDS
- 2 SUPER SPEED!** SOAKS DIRT FREE IN 10 MINUTES
- 3 SUPER WHITENESS!** GETS CLOTHES UP TO 25% WHITER
- 4 SUPER CLEANSING!** GETS CLOTHES HOSPITAL-CLEAN
- 5 SUPER SAFETY!** CLOTHES LAST 2 TO 3 TIMES LONGER

The new **Concentrated Super Suds** gives up to twice as much suds, cup for cup, as you get from less modern package soaps tested—thicker, more active suds that last 2 or 3 times as long.

Bursts into rich, thick suds in 5 seconds! Soaks dirt free in as little as 10 minutes! Grime and grease dissolved quickly! **Concentrated Super Suds** ends backbreaking scrubbing forever!

Concentrated Super Suds washes clothes up to 25% whiter, cup for cup, than old-fashioned soaps tested—as shown by actual Electric Eye photometer tests! Colors come out far brighter!

This new **Concentrated Super Suds** protects your family health! It not only banishes dirt and grime, but kills or removes most germs . . . washes your clothes *super clean* . . . Hospital-Clean.

So *mild*—so gentle to your fabrics, to colored things, to your hands! Your clothes will last 2 to 3 times longer when you wash them without scrubbing, the new **Concentrated Super Suds** way!