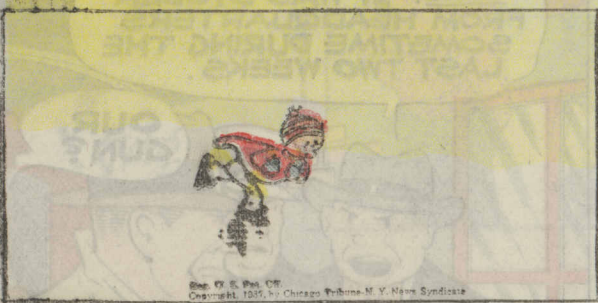


## HERBY



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## GERMES IN HER WASH

HORRIFY Mrs. E. A. Sarno

MRS. E. A. SARNO of Natchitoches, Louisiana, is one of the many modern, progressive housewives who have cooperated with us in these extensive tests on family wash. These tests are made by a nationally-

known laboratory. A representative of the laboratory called at Mrs. Sarno's home, picked up a sample of her weekly wash, and the analysis was made. Then Mrs. Sarno called at the laboratory, and...



WHAT HAPPENED  
WHAT! YOU'VE ACTUALLY FOUND GERMES IN MY WASH?  
YES, MRS. SARNO. JUST LOOK AT THESE SLIDES THROUGH THE MICROSCOPE

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## WHAT SHE SAW!



STREPTOCOCCUS (Commonly found in throat infections)  
STAPHYLOCOCCUS ALBUS (Commonly present in skin infections)

Above are some of the germs (from actual microphotos) that Mrs. Sarno saw through the microscope... germs which were present in her wash! Science knows that millions of germs are present in all family washes. Among them are dangerous germs that, unless removed, may spread serious infection throughout the family.



THOSE TESTS CONVINCE ME! WHAT CAN I DO TO GET RID OF THOSE AWFUL GERMS?  
THERE IS A NEW LAUNDRY SOAP, MRS. SARNO, CALLED CONCENTRATED SUPER SUDS, THAT REMOVES GERMS AND GETS CLOTHES HOSPITAL-CLEAN!



NEXT WASHDAY  
JUST LOOK AT THOSE THICK, RICH SUDS SOAK OUT THE DIRT... THANK GOODNESS, NOT A BIT OF SCRUBBING! CONCENTRATED SUPER SUDS CERTAINLY SAVES WORK  
I NEVER GET SUDS LIKE THAT FROM THE SOAP I USE



NOW... EVERY WASHDAY  
LOOK HOW SPOTLESSLY CLEAN THESE CLOTHES ARE... AND HOW SWEET-SCENTED! AND I KNOW CONCENTRATED SUPER SUDS IS SAFE BECAUSE IT'S SO EASY ON MY HANDS  
BOY! LOOK AT THE COLORS IN MY PLAY SUIT—JUST AS BRIGHT AS NEW!



YES, ISN'T IT GRAND, RONNY! AND BEST OF ALL—WITH CONCENTRATED SUPER SUDS I CAN BE SURE THAT GERMS ARE REMOVED... THAT OUR CLOTHES ARE REALLY HOSPITAL-CLEAN!



I KNOW HOW IMPORTANT IT IS FOR EVERY FAMILY TO HAVE CLOTHES HOSPITAL-CLEAN... TO REMOVE DANGEROUS GERMS PRESENT IN ALL FAMILY WASH!

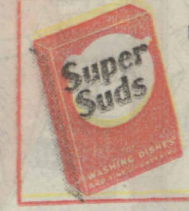
## HOW CONCENTRATED SUPER SUDS WASHES CLOTHES HOSPITAL-CLEAN!

PREPARE yourself for a surprise the first time you use this amazing new soap, Concentrated Super Suds! You'll see it soften water almost instantly, suds up immediately into rich, deep, long-lasting suds that dissolve dirt in just a jiffy! You'll find that those lively, super-active suds gently soak out even stubborn grime and grease, and give you a snowy-white, sweet-smelling wash without a bit of back-breaking scrubbing!

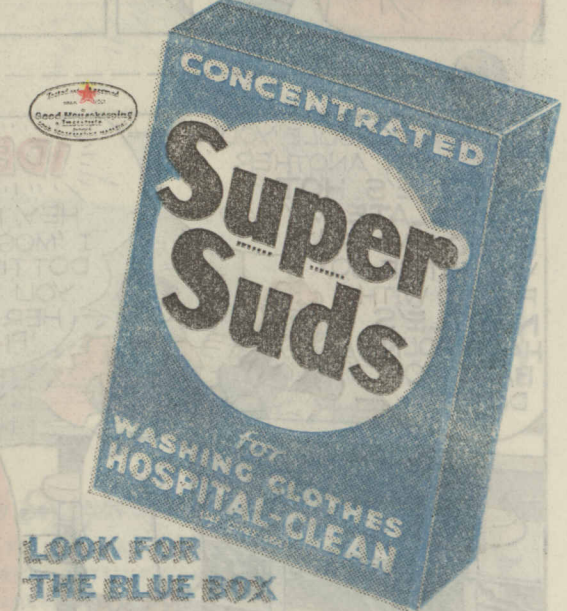
Best of all, though—this new soap REMOVES GERMS that doctors warn are present in every family wash. You have the assurance that your wash is really clean—HOSPITAL-CLEAN! This does not mean sterile—but it does mean that most of the dangerous germs are killed or

removed in the washing process. And yet Concentrated Super Suds is so safe that clothes last longer—colors stay bright and fresh... hands stay smooth and lovely.

Get Concentrated Super Suds, in the blue box, right away. A Colgate-Palmolive-Peet product, tested and approved by Good Housekeeping Institute.



FOR WASHING DISHES—SUPER SUDS IN THE FAMILIAR RED BOX!  
Super Suds in the red box is the soap made especially for washing dishes. Dissolves instantly, cuts grease, brightens soap film—protects hands! Tested and approved by Good Housekeeping Institute.



LOOK FOR THE BLUE BOX