



$\frac{1}{3}$ of America* now Speeds Housework with Super Suds



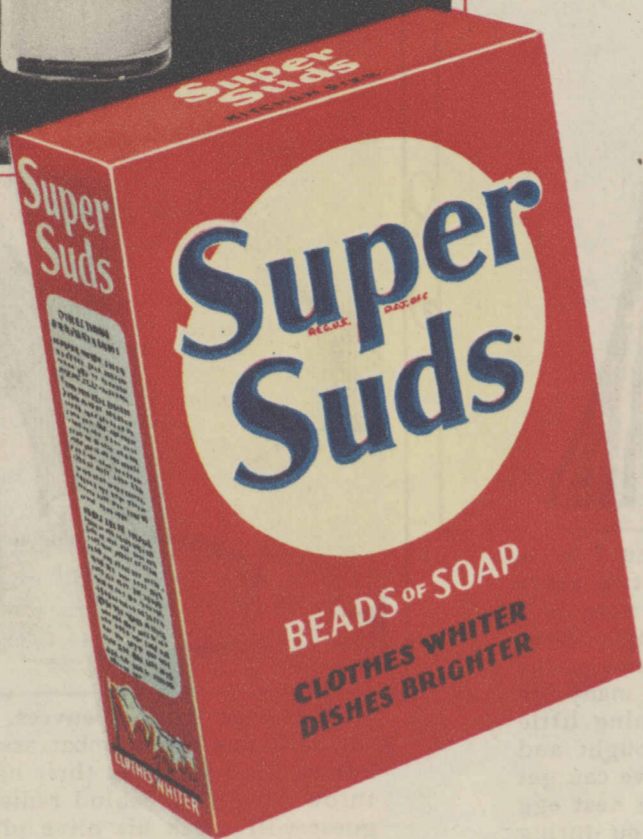
Make this amazing test!

Instant suds . . . not only on top . . . but all through the water. No other soap but Super Suds can give you this.

Prove this to yourself by making this simple two-second test. Put a teaspoonful of SuperSuds in a glass; a teaspoonful of any chip or flake in another. Now fill both glasses half full with water of dishwashing temperature.

Instantly, every bit of Super Suds rushes into suds *all through the water*, not just on top. Instantly every drop of water in the glass becomes creamy with soapiness. While in the other glass, gummy chips float undissolved on top or sink to the bottom, leaving the water in between clear and soapless.

This is the way these two soaps act in your dishpan. This is why Super Suds gets to work faster . . . cleans with such amazing swiftness.



Nation-wide investigation* shows why one woman out of every three uses this new bead form of soap

MILLIONS of women have found a way to save from one-third to one-half their dishwashing time. A faster, easier way to wash clothes.

It's Super Suds. Soap in a wonderful new form. Not a chip. Not a powder. But tiny hollow *beads* so tissue thin that they dissolve into fast-working suds the moment they touch water. Because of this amazing speed, Super Suds has become America's greatest dishwashing soap, in less than a year.

Four reasons why Super Suds is better

(As given in 212,960 answers from women*)

- 1. Instant suds in any kind of water.** In water cool enough to keep your hands soft and white (even hard water) . . . without waiting . . . without stirring. Super Suds will give you suds in a flash. Just as the test picture at the left shows you.
- 2. Suds all through the water, not just on top.** Super Suds gives not only instant

top suds, but instant "under-water" suds as well. These suds penetrate at once to every drop of water in the pan. Giving a rich down-to-the-bottom soapiness that speeds cleaning.

- 3. Saves one rinsing for clothes.** You don't need to rinse and rinse to get Super Suds out of your clothes when you're through washing. You don't need to inspect each garment for clinging bits of half-dissolved soap. For Super Suds *always* dissolves *completely*. You can get clothes whiter, clearer, absolutely soap-free, in actually one less rinse than you need for chips or flakes.

- 4. Makes dishwiping unnecessary.** Because Super Suds rinses off dishes like magic, no dishwiping is necessary. A hot rinse and dishes drain dry to clear, sparkling brilliancy without the touch of a dishtowel.

Get Super Suds today. Your grocer has it. Use it for dishes, for laundry, for quick wipe-ups of sinks and linoleums. Wherever you want speedy, *safe* cleaning. Ten big cups of soap for only 10 cents.

*We made a cross-section investigation of America on soaps; visited 20 cities ranging in population from 41,326 to 3,188,012; called on 21,296 women; asked them 212,960 questions. The facts in this advertisement are based on this investigation.

Super Suds 10¢