

FIRST COMMUNION.

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



KISS FOR A PARIS CYCLIST.



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

CONCENTRATED



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! 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 WASH-DAY 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

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!

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!

LADIES! THERE'S A DOUBLE YOUR MONEY BACK GUARANTEE WITH EVERY PACKAGE



the Roto Editor, Chicago

Tribune. If it is accepted,

The Tribune will pay you

\$5.00. (PHOTOS WILL

NOT BE RETURNED UN-

LESS POSTAGE IS IN-

CLOSED; return is not guaranteed).

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







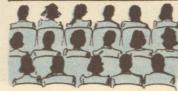




WASHING CLOTHES



BLUE BOX



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 oldfashioned 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.

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 was