

"Bead Soap Faster than chips or flakes"



China glistens, glasses sparkle—without wiping. A hot rinse is all dishes need with Super Suds.



This test convinced thousands

Put a teaspoonful of Super Suds in a glass; a teaspoonful of any chip or flake in another. Fill both glasses half full of 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 becomes creamy with soapiness. While in the other glass, gummy chips float undissolved on top, or sink to the bottom. Leaving the water clear and soapless.

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

* These figures are based on a recent nation-wide investigation, when 212,960 answers from women showed that Super Suds has already replaced the older forms of soap in one home out of every three.

That's why 1 woman out of every 3 now uses Super Suds, the new bead form of soap. Test shows how beads give instant suds all through the water . . . dishwashing faster —wiping unnecessary.

"BETTER because faster." That, in 3 words, tells the bead soap story. It is Super Suds' amazing speed that has made it America's greatest dishwashing soap in little over a year. It is speed that has caused thousands of women to forget about old, slow chips and flakes after the first trial of Super Suds.

Briefly, here is what a speed soap means in dishwashing.

Instant solubility without stirring. As soon as water touches bead soap, you have suds! Even in hard water. Even in water so comfortably tempered that it will not redden or roughen your hands.

Suds under the water, not just on top. Because every trace of bead soap dissolves instantly and completely, you get instant suds where you need them—under the water, where the real work is done. (Note test at left below.)

Dishes come clean quicker. Under-water suds attack grease on dishes with lightning speed. All the soap works—none is wasted through slow-dissolving.

Wiping not needed. A hot rinse is all that's needed with Super Suds. No soap film is left, to streak dishes and mar their lustre. Dishes will drain dry, to sparkling clearness without wiping.

Why bead soap is faster

Bead soap is the most brilliant achievement in soap-making in generations. It is made by spraying melted soap from great towers, many stories high. In falling the soap divides into millions of tiny, hollow beads, so fragile that you can crush hundreds of them between thumb and finger. Only in this way can soap be made so very thin. Machines can't do it.

So you see why bead soap dissolves in an instant. Because it's so tissue-thin. There's not a chance of a single soap particle remaining undissolved. No possibility of gummy chunks of soap sinking to the bottom.

Bead soap is fast. And economical, too! The big Super Suds box holds 10 full cups of soap. Think of it—a cup of the speediest soap made, for a cent! Can you afford not to use this soap that one-third of America* says is the best? Your grocer has Super Suds—give your order today.



Clothes out sooner with Super Suds. Faster washing. One less rinsing.



THE BIG BOX OF SOAP FOR 10¢