

"Joe says I'm my old laughin' self since I cut down wash-day rubbin', thanks to Super Suds"

extra suds!



"MORE SUDS and LONGER-LASTIN' SUDS from this swell new soap makes dirt come out mighty quick, I can tell you," says Mrs. Joseph McGovern



"MY OLD SOAP SURE WAS A MISER ABOUT GIVIN' SUDS... SPINELESS, SHORT-LASTIN' SUDS TOO!"

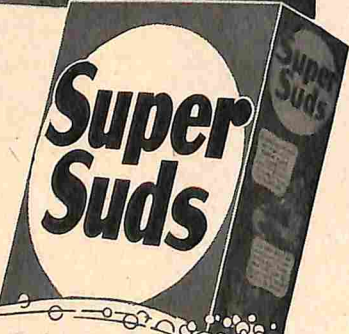
"THOSE BIG UNDISSOLVED CHUNKS STICK TO CLOTHES WHEN YOU'RE RINSIN' AND THEY'RE NOT MAKIN' SUDS."

"HEAPS OF THICK, CREAMY SUDS FROM NEW SUPER SUDS... SPUNKY, HARD-WORKIN' SUDS!"

"NO BIG UNDISSOLVED STUFF HERE... ALL OF SUPER SUDS SEEMS TO MAKE SUDS... A BIG SAVING!"

Try the "milk-bottle suds test"

Shake up a teaspoon of your old wash-day soap and a glass of water in a milk-bottle. Do the same with Super Suds in another milk-bottle. Even cool or hard water will do. See if you don't get *more suds, longer-lasting suds*, from Super Suds.



FLOODS O' SUDS FOR DISHES AND DUDS

★ **DON'T WASTE SOAP!** ★
Vital materials needed to win the war are used in making soap

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