

new from Super Suds



Stainless
with MELMAC[®] handles

by *International Silver Co*

Smart and modern stainless, mastercrafted by the International Silver Company! This is the outstanding new premium in Super Suds! Glowing stainless that needs no polishing to keep its lustre... stainless with glossy, black, Melmac handles that are chip-, crack-, and break-resistant... stainless by International... for daily family living or casual entertaining... always a sparkling compliment to your table.

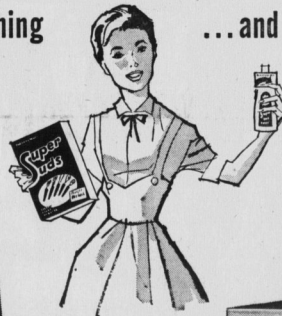
"Look, Super Suds Detergent for my washing

Those long-lasting, super-powered suds clean deep... give everything that crisp, new look... guarantee you the cleanest, whitest wash you've ever had... and in every package you'll find a piece of beautiful Stainless by International Silver.

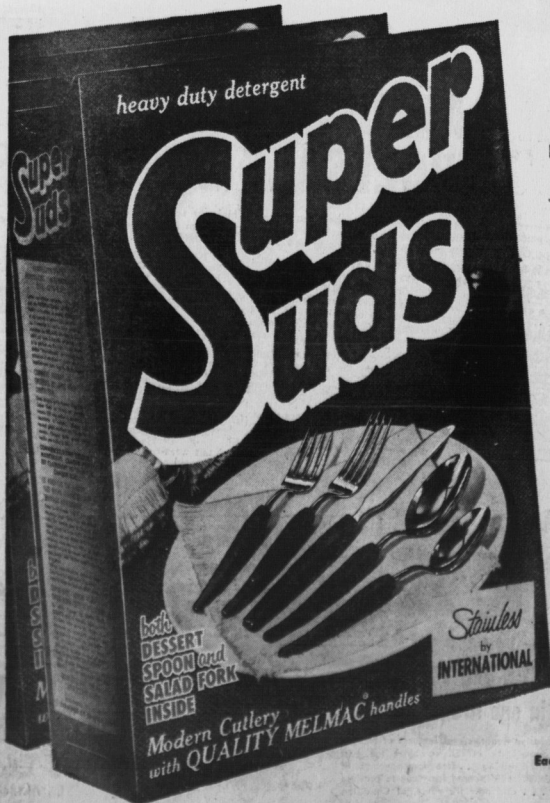
NOW AT LAST...

...and New Super Suds Liquid for my dishes!"

Introducing New Super Suds Liquid Detergent for dishes... gives your hands the gentle touch... and the same valuable Stainless by International Silver is attached to every bottle.



COLLECT TWICE AS FAST



Quality guaranteed by Colgate-Palmolive



Each package is clearly marked with the piece of Stainless inside.