

Open this
new
package



see why
you finish
faster with
S.O.S

*One thing about
cleaning pots and pans,
you feel so good
when you're finished...
and with S.O.S
you finish faster!*



See the interwoven fibers

Only S.O.S is interwoven to hold its shape—hold its soap. That's why women say nothing else cleans, scours and shines so fast.



See the instant-sudsing soap

A new, improved, fast-acting soap—and plenty of it—cushions the scouring action. Makes surfaces gleam.



See the handy oval shape

So convenient to grip—just right for getting into stubborn corners of pans, glass baking dishes, ovens and stove burners.

S.O.S IS A REGISTERED TRADEMARK OF GENERAL FOODS CORPORATION