

MANY DO IT!



YES, I RINSE
MY WASH—
AND YOU SHOULD SEE
THE WAY IT SPARKLES!
TIDE GETS IT CLEANER THAN
ANY SOAP I EVER USED!

MANY SKIP IT!



I SKIP THE RINSE—
TIDE GETS MY CLOTHES
SO BRIGHT AND CLEAN THEY
JUST SPARKLE WITHOUT
ANY RINSING!

WITH OR WITHOUT RINSING—

Tide does a better washing job than any soap on earth!

Whichever way you wash — **Tide** gives you
WHITE, BRIGHT, DAZZLING CLEAN CLOTHES!

You sure can't lose with Tide! For whether you wash with or without rinsing, Tide will do a *better* washing job than any soap you can buy. Your white things will be *dazzling white*... washable colors will be fresh and bright... and everything so sweet and clean it just *glows*! Tide, unlike soap, forms no soap film EVER. What's more,

Tide actually *dissolves* dirt out of clothes... holds dirt *suspended* in the sudsy water. As clothes go through the wringer, dirt is squeezed out with the suds and washwater, leaving all your clothes so fresh and *clean* it's a pleasure to smell them and handle them. Get Procter & Gamble's Tide today —and see for yourself!



"My white things just sparkle with Tide...
and everything looks and smells so clean!"

SAYS MRS. HELEN L. GOSS OF DETROIT, MICH.

"Some of my older wash prints looked so dull, I thought they were faded—but after their washings in Tide, they have brightened up like magic! My white things just *sparkle*... and everything looks and smells so *clean*—no wonder I love Tide so much I'll never give it up!"



Never before **Tide**
could you wash your
heaviest, dirtiest clothes
SO CLEAN!

- Leaves no soap film ever!
- Miracle clean clothes—
with or without rinsing!
- Dazzling white clothes—
with no bleach or bluing!
- Soap-dulled colors come
bright and fresh!
- Clothes dry soft—iron
beautifully!
- And Tide is safe for all wash-
able colors—all washable
fabrics—rinse or no rinse!

