

A New Form of Soap for the Family Washing

Not a cake soap
Not a "washing powder"
But a wonderful new
Soap Product in
fine granules

A NEW soap product! Absolutely different from anything you ever used before!

There is no solid soap, to rub into the cloth, and injure the fibre.

There are no harsh cleansing agents, to "eat" your clothes and destroy the colors.

But a wonderful new form of soap—in fine granules.

These pure granules are so rich in cleansing value that they loosen all the dirt while the clothes are soaking so that they need no *hard rubbing*.

Rinso is made of ingredients of finer quality than were ever used before for the family washing!

It is made of ingredients of finer quality than were ever used in a family laundry soap before!

An entirely new way of washing

Rinso brings a new way of washing.

The pure, cleansing granules, dissolved first in a little water, stir up into a tubful of rich suds.

You leave the clothes in the Rinso suds overnight, or for three hours in the morning.

Then you *rinse* them.

And they are clean—ready to hang on the line! Rinso has *soaked* the clothes clean. It has loosened all the dirt so it easily rinses out. Even in the most soiled spots, cuff edges, etc., Rinso has softened the dirt, so that a light rubbing between your hands makes it drop out into the cleansing lather.

Clean and white without boiling or rubbing

You cannot believe how wonderful Rinso is until you have tried it.

Week after week your clothes will be clean and beautifully white, without boiling or rubbing.



NINE P. M.



NINE A. M.

Soak the clothes overnight and rinse—that's all

Week after week they will stay new, and fresh in color, because they are never boiled or rubbed.

You need *never* boil your clothes, except occasionally, if you want to sterilize. You need *never* rub, except some very soiled spots lightly between your hands.

And Rinso cleans as perfectly in cold water as in warm!

Begin using Rinso this next Monday

Use Rinso this very next Monday.

Soak your clothes overnight, rinse them, and have them out in the sunshine by nine o'clock.

Never again will you wash the old, exhausting way. Never again will you wear out your clothes on a washboard.

Get Rinso from your grocer and follow the easy directions on the package. One package of Rinso will do your whole week's washing—better, and infinitely more easily, than you've ever done it before. Lever Bros. Co., Cambridge, Mass. (Makers of Lux).



Clean and sweet smelling
—without the old-fashioned work!

Rinso

As wonderful for the family washing as
Lux is for fine fabrics

8c

Rinso is not a "Washing Powder"

The fine granules of Rinso look much like a "washing powder", but make this test. Use a heaping teaspoonful to a glass of boiling water.



WASHING POWDER
—high in harsh chemicals
—low in soap



RINSO—
—absolutely harmless
—so rich in soap it "jells!"