

'TREND' BEATS ANY SOAP FOR DISHWASHING IN SOFT WATER!

The makers of TREND are offering you the free 15-cent coupon at the bottom of this page for one reason only: So you can try TREND and see for yourself how wonderfully TREND works in soft water. For if you've been using a soap in your dishpan, you're in for a big surprise!

The minute you use TREND in your dishpan, you'll discover that TREND cuts grease faster than any soap you've ever used. In fact, TREND

cuts grease so fast, dishes seem to "do" themselves. No hard scouring, washing or wiping! And the free coupon at the bottom of this page offers you a chance to prove this for yourself.

Yes, save 15 cents and see for yourself how much better TREND works in soft water—how it gets right under rapid grease and dried foods and strips them off faster than any soap you can buy. That's right! Just watch how TREND goes

to work on even the stickiest pots and pans. And notice TREND leaves no dishpan ring. Then look at your hands! Feel how soft they are—proof of TREND'S mildness to skin. TREND has been proved milder for your hands than even the purest of the leading toilet soaps.

TREND'S mildness also means extra safety in laundering your nylons, woollens and other fine washables. No need for soaping to dull colors—

or harsh rubbing to harm delicate fabrics. And TREND rinses out easily and completely—never leaving a bit of dull film or soap scum.

Why not compare TREND with any soap and prove all this to your own satisfaction? Tear off the free coupon at the bottom of this page and take it to your grocer's right away. This coupon is worth 15 cents on any size package of TREND. It's the greatest dishwashing offer of the year!

LOOK! SAVE 15¢ ON 'TREND' USE FREE COUPON BELOW

SEE TREND'S FAST GREASE-STRIPPING ACTION!



IN A LABORATORY TEST, two housewives see for themselves actual proof that TREND cuts grease faster than any soap. By soaking alone, in less than a minute, TREND had removed prac-

tically all the grease and soil the eye could see from the saucer at right. The soap solution (at left) had just begun to work. You can see this for yourself right in your own dishpan.

Test Trend's Easy Rinsing in Soft Water

No Greasy Film Left on Dishes or Fine Fabrics

Because of TREND'S exclusive Clearinse action, you can forget the old problem of dishpan ring, of soapy scum clinging to your dishes... or soapy film dulling your glassware. For TREND rinses off easier and faster than any soap in soft water. That means you don't even have to wipe dishes when you use TREND. Simply let your dishes and glassware drain sparkling dry after a clear hot-water rinse.

No Wiping Saves Work
Think how much work and time this feature alone will save you every day. For if you've been using soap in soft water, you've had to wipe and wipe to get glassware bright. But no more! TREND rinses off easily and completely. Your dishes and glassware come out sparkling clear without wiping!

Keeps Colors Bright
This easy rinsing action also makes TREND perfect for washing your delicate fabrics—such as nylons, rayons, silks, orlons and woollens. Colors always stay bright and fresh, for TREND leaves no dulling film, which is your greatest problem with soap. And because TREND is a neutral sudsing, containing no acid or alkali, it is perfectly safe for your finest washables.

How To Use TREND
Wash nylons, woollens, rayons, orlons or silks in lukewarm or cool water... the safe, gentle way to wash delicate fabrics. Squeeze rich TREND gently through the garments. Harsh rubbing isn't necessary. Finally, rinse with cool water.

TREND Valuable Help in Farm, Dairy Areas

Northwest farmers find TREND a big help—especially in the milk house. Its positive cleaning action does a fast, thorough job of cutting the grease from milk pails, separators and milking machines. Milkstone deposits cannot form. TREND rinses easily and completely, too, leaving no film where germs breed. Bacteria count is lowered—dollar returns are higher.

Don't Miss This Big Bargain; Tear Out Free Coupon Now

'TREND' BABIES YOUR HANDS:

Proved Milder on Skin Than the Purest Soap

In actual patch tests made right on women's skin by an independent laboratory, TREND proved to be milder, definitely less irritating than the purest of the leading toilet soaps. This held true on women of all complexion types.

What's the reason for TREND'S mildness? It's because TREND is a neutral product. It contains no acid—no harmful alkali.

Babies Your Hands

Imagine a modern dishwashing suds that cuts grease faster than any dishwashing soap you can buy—yet actually babies your hands! That's TREND!



Actual patch tests prove TREND is milder on skin.

Try in Hard Water

In hard water areas, TREND'S advantages over all soaps are even more amazing. In hardest water, TREND suds faster, cuts grease quicker, and rinses more thoroughly and easily than any soap. See for yourself how TREND makes mountains of rich suds in hardest water. There's no soapy scum, no dishpan ring, no dulling film left on dishes and fine fabrics. If you have hard water prove TREND'S superiority for yourself.

Compare It for Other Cleaning

TREND is ideal for all of your cleaning jobs around the home. Try its rich, hard-working suds for painted walls and woodwork. TREND is especially good on kitchen wall surfaces which often become grease-spattered and hard to clean. You'll find it does a thorough cleaning job. And it rinses away easily and completely.

TREND is wonderful for windows, too. A quick swish of TREND suds over the windows, both inside and out—followed with a good rinse—makes your windows sparkling clean in just a jiffy.

Ideal Car Wash

Trend's quick grease-cutting action makes it an outstanding suds for washing your car. Road grime and dirt disappear in a hurry. And because it is a neutral sudsing—without harmful acids or alkali—TREND does not damage even the glossiest finish. It rinses away immediately. And you have little use for a chamois when you finish up the job. For best results, start washing from the top of the car and work down.

Imagine! Coupon Worth 15¢ on Any Size Trend Package!

Here's a sensational bargain! Take the money-saving coupon at the bottom of this page to your grocer's today. It's worth 15 cents on the purchase of either a regular or giant-size package of TREND—made by the makers of Purex.

This amazing bargain is offered you for only one reason: So you can try TREND and see for yourself how much better it works in soft water than the dishwashing soaps you've been using.

Works Faster Than Soap

For one thing, you'll find that TREND cuts grease faster than any soap... so fast your dishes seem to "do" themselves. Yet, with all its grease-cutting speed, TREND is milder for your hands than the purest of the leading toilet soaps.

You'll also enjoy the way TREND suds rinse away so quickly and easily. TREND leaves no dishpan ring—no dulling film or scum like so many soaps. And your dishes and glassware drain sparkling dry without wiping.

Perfect in Soft Water

Yes, once you compare TREND with any and all soaps—bar or other—you'll be a friend of TREND for life. So take advantage of this free 15-cent coupon. Offer good limited time only! Redeem your 15-cent coupon today!

PROVE IT FOR YOURSELF:

Trend Cuts Grease Faster Than Any Soap You Can Buy!

Dishes Seem to 'Do' Themselves, in Both Soft and Hard Water!

Scientists say TREND has the fastest grease-stripping action ever developed. And you can easily prove this startling fact right in your own dishpan. Yes, see for yourself how TREND makes dishwashing faster and easier than any soap you can buy, especially in the soft water of the Pacific Northwest. Here's the secret.

Secret to Easier Dishwashing

First, soak your dishes a few minutes in rich TREND suds. A short soaking will do. For fast-acting TREND gets right under grease on the stickiest dishes, pots and pans... right under dried foods and cereals... and strips them off faster than any dishwashing soap you can buy.

Then, a quick swish of the dishcloth is all it takes. You'll find that TREND'S fast grease-cutting action has already done the dirty work for you. Even the messiest pots and pans, caked with rancid grease, soak clean without hard scouring.

Leaves No Dishpan Ring

Finally, a simple, clear-water rinse... and you're all through! TREND'S exclusive Clearinse action leaves no dishpan ring, no soapy scum or film to dull dishes or glassware—not even in the softest water. Dishes dry sparkling clean—without any wiping! So compare TREND with any

MADE BY PUREX

TREND is made and guaranteed by the makers of your household friend, Purex Bleach. And that means top quality you can trust. Try TREND today. You'll never go back to old-fashioned soap dishwashing methods.

TREND CUTS GREASE SO FAST... DISHES SEEM TO "DO" THEMSELVES!



1—A SHORT SOAK—A few minutes' soaking in rich TREND suds... and dishes seem to "do" themselves. TREND gets under grease and dried foods... and strips them off in a hurry!



2—A QUICK SWISH—Yes, a quick swish with the dishcloth is all it takes. Even the stickiest pots and pans come out clean—without hard scouring. Try it yourself and see!



3—A CLEAR RINSE—TREND'S exclusive Clearinse action leaves no scum or film. A simple hot-water rinse... and your dishes and glassware dry sparkling clean—without wiping!

FREE COUPON!

Take this coupon to your grocer's today

WORTH 15¢ ON ONE PACKAGE OF TREND... ANY SIZE!



CUT ALONG DOTTED LINE

15¢
15¢

TAKE THIS MONEY-SAVING COUPON TO YOUR GROCER TODAY

WORTH 15¢

on either the large size or giant size package of TREND

TO THE DEALER: You are authorized to act as our agent for the redemption of this coupon. Our salesman will redeem this coupon for 17¢ (value of coupon—15¢, plus 2¢ for handling) in accordance with the agreement made with you, provided you and the customer have complied with the terms of this offer. The customer must pay any sales tax.

PUREX CORPORATION, LTD., 2601 THORNE ROAD, TACOMA, WASH.

Expires Midnight, Oct. 20, 1951