

What! Can anything be better than Tide?



Yes! New Tide with reserve cleaning power—

**EXTRA CLEANING POWER . . . does a better job
on everything you wash . . . on all kinds of dirt!**

New Tide brings you the extra cleaning power you've probably wished for on many a washday. Extra cleaning power that does a better job on everything you wash . . . even on the lightest, easiest jobs. But where you'll see a really *dramatic* difference is in things you couldn't get *really* clean before—shirt collars, for instance. When you see the way New Tide gets that dirt line out, you'll wonder if there's *anything* it can't do. Get some . . . soon!

New Tide is available now—in the same familiar package.



New Tide for dishes, too!
It's Mild! Mild! Mild!

How mild? Lady, not even the products made just for dishwashing can beat New Tide for mildness to your hands!

Now, more than ever . . .

**the cleanest clean possible
is TIDE-CLEAN!**