

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!**