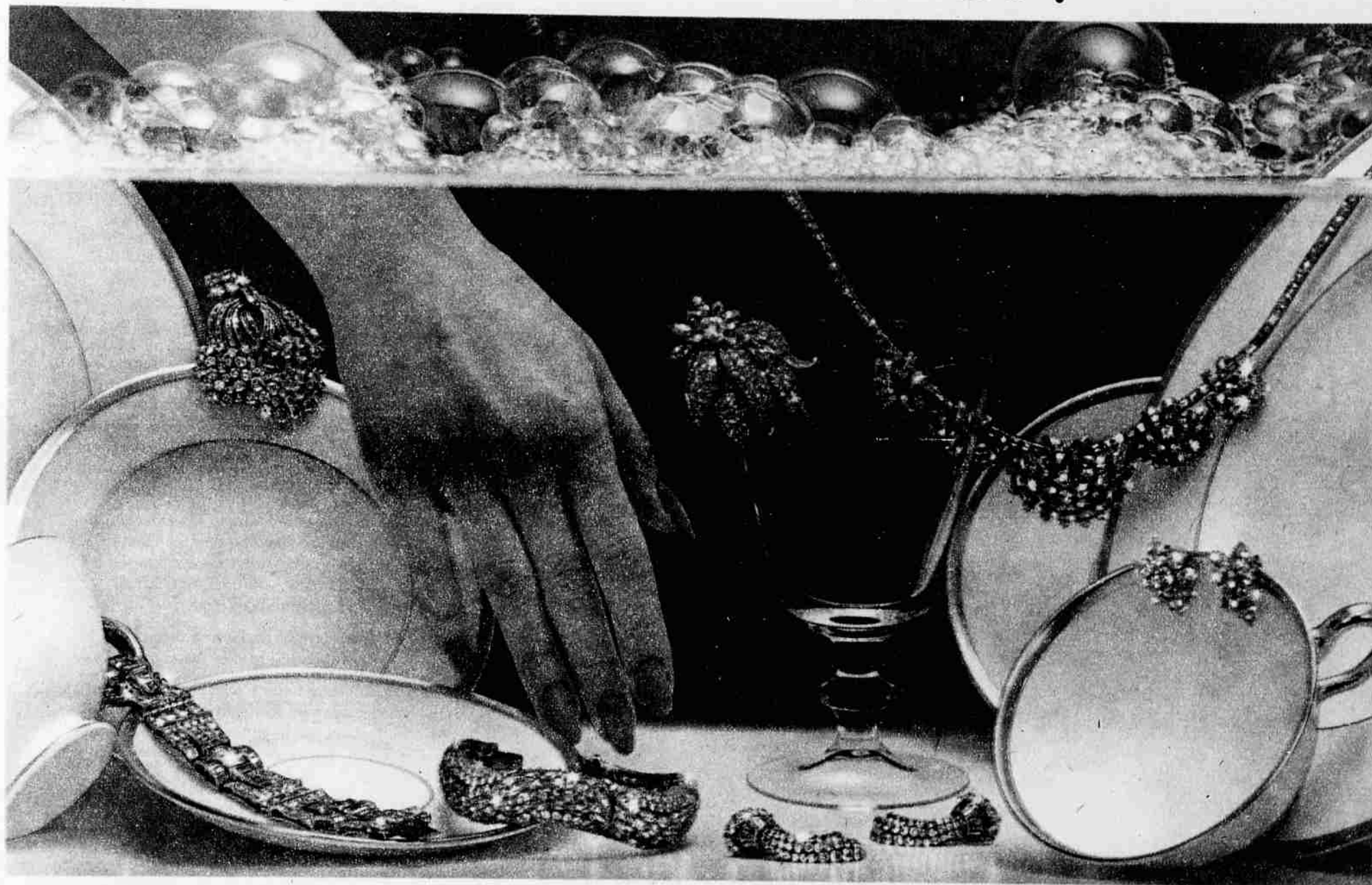


Dunk for Diamonds!



Scoop up a fortune in jewels in **Tide's** easy "Happy Hands" Contest

WIN 1st PRIZE \$35,000 in jewelry or cash!
2nd PRIZE \$10,000 in jewelry or cash!
3rd PRIZE \$5,000 in jewelry or cash!
Twenty 4th-prize winners will each receive a famous, nationally
advertised **Keepsake** diamond ring worth \$500

Now dishpan hands can be happy hands with new Tide—and you can be thousands of dollars richer if you tell us about it. It's easy to win . . . just complete this sentence in 25 additional words or less:

My hands are happy hands when I use new Tide for dishwashing because . . .

If yours is the winning sentence, you'll be flown to New York at our expense to dunk in Tide's fabulous dishpan of precious diamonds. You'll come up with your choice of diamond jewelry worth \$35,000. Or, if you prefer, you will receive this amount in cash. Second and third winning entries will be flown to New York to dunk for diamond jewelry worth \$10,000 and \$5,000, respectively, or, if they prefer, will receive the equivalent amount in cash. Fourth through twenty-third winning entries will each receive a beautiful \$500 diamond ring. Enter now—enter often!

IT'S EASY TO ENTER

Just buy Tide in the special "Happy Hands" Contest package with the diamond on front—now available at your dealer's. Read the rules on the entry blank that comes with every contest package. Complete the blank in accordance with the rules and mail it in. It's as simple as that.

HINTS TO HELP YOU WIN!

Just try new Tide in your dishpan. Discover how dishpan hands can be happy hands with new Tide. For new Tide, the cleanest product possible,

is mild . . . mild . . . mild.
Your lovely-to-look-at hands, will prove that not even those products made just for dishwashing can beat the mildness of wonderful new Tide. New Tide is so mild, it even smells mild-as-May. Try it, just once, and you'll see!

ENTER **TIDE'S** HAPPY HANDS CONTEST **RIGHT NOW!**

