

IT'S HERE! IT'S NEW! EXCITINGLY DIFFERENT WASHDAY SUDS!

PROCTER & GAMBLE'S **NEW BLUE**

cheer

THE **BLUE-MAGIC**
WASHDAY WONDER

First and only
washday suds of
its kind!

IT'S NEW! The
granules are **BLUE!**



**GUARANTEES YOU THE
CLEANEST, WHITEST
WASHES POSSIBLE**

...and without a bluing or bleach!

It's **BLUE-MAGIC** the
way **cheer** gives you
the cleanest
washes possible!

See for yourself! At the touch of water, CHEER's blue granules burst into bright-white, hard-working suds—perfect for both conventional and automatic washers! CHEER's long-lasting, scientific suds get out greasiest grime—soap film, too! And CHEER's exclusive formula even keeps dirt in the wash water from sneaking back into the clothes. You'll rinse out the *freshest, cleanest washes possible!*

It's **BLUE-MAGIC** how easy
cheer makes washday!
Except for stubborn
stains or spots, there's
NO BLUING! NO BLEACHING!
NO SOAKING! NO SCRUBBING!

What a work-saver! New CHEER, with its exclusive formula, is the first and only washday suds of its kind... for *everything* in your family wash. Remember: new CHEER is safe for even the most delicate washable colors!

Double-your-money back if you don't agree that new blue CHEER gives you the cleanest, whitest washes possible! Yes—cleaner, whiter than any leading soap, in hardest water!

Only **cheer** has this
exclusive new formula with
BLUE-MAGIC WHITENER
(NOT A BLUING) Gives you
the whitest washes possible!

In all your life, you've never used a washday suds like new blue CHEER! You get the whitest white washes and brightest colors possible, with new CHEER's BLUE-MAGIC WHITENER. This scientific whitener is not a bluing—it's more effective than ordinary bluing—so effective, you don't need to blue unless you really want to. So effective that, except for stubborn stains, you don't need bleach!



P.S. You'll love blue CHEER for dishes! Speedy white suds gets dishes and glassware sparkling pure without wiping—no scum, no film of any kind! Amazing anti-tarnish ingredient helps keep silverware bright. And new CHEER is really gentle on your hands!

