

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!**