

*Detergents, soaps, she tried them all  
And wasn't satisfied...  
But now his shirts are dazzling clean!  
Smart girl...she turned to Tide!*



**Sooner or later  
almost everyone  
turns to *Tide***

**- FOR CLEAN, CLEAN CLOTHES!**

*No washday soap - no other detergent known -*

**NOTHING ELSE BEATS Tide  
FOR GETTING CLOTHES CLEAN!**

Tests against every known kind of soap and detergent prove this over and over again! Until Tide was invented, it wasn't possible to get your family wash so clean. And today's Tide has even more cleaning power. More mildness, too. No wonder Tide outsells any other washing product by millions of boxes!



**NOTHING ELSE BEATS Tide  
FOR GETTING CLOTHES WHITE!**

Never before Tide, was it possible to get your wash so white. And today's Tide has an even greater whitening power that gets clothes even more dazzling white. It's truly amazing! Get Tide today—there's nothing like it! (Tide is made by an exclusive patented formula.)



**RECOMMENDED FAVORITE  
FOR AUTOMATIC WASHERS!**

Tide is recommended by 25 leading manufacturers for their automatic washers... because they want the machine you buy to perform its best. No matter which of these automatics you own, remember this! No wash-day soap, no other detergent known—nothing else will wash as clean as Tide, yet is so mild!



**NOTHING ELSE  
WILL WASH  
AS CLEAN AS  
*TIDE***—yet is so mild!



More women by far  
use TIDE than any  
other washing product  
in the world.

