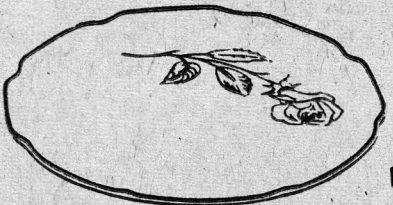


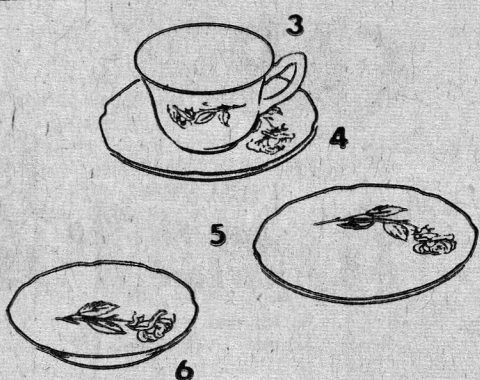
# LOOK WHAT'S HAPPENED!

**Tide, Canada's washday favourite, now comes with this exclusive chinaware inside!**

Start collecting "Queen of Roses" chinaware today!  
Here's how to build complete place settings:

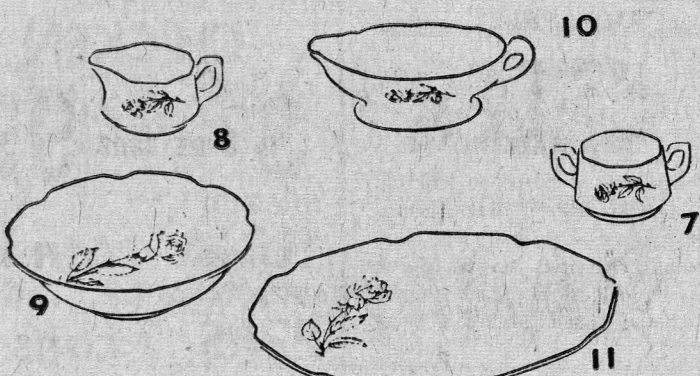


Inside every King-Size Premium Tide... you will find either a Dinner Plate (#1) or Soup Bowl (#2).  
If you wish, you may obtain one dinner plate plus one soup bowl by sending in a box top from a Giant-Size Premium Tide and \$1.00. You'll find complete mailing instructions on the back of the package.  
But most important—from the first time you use Premium Tide, you'll see what a difference there is in cleanliness. Yes, Tide-clean is the cleanest possible clean.

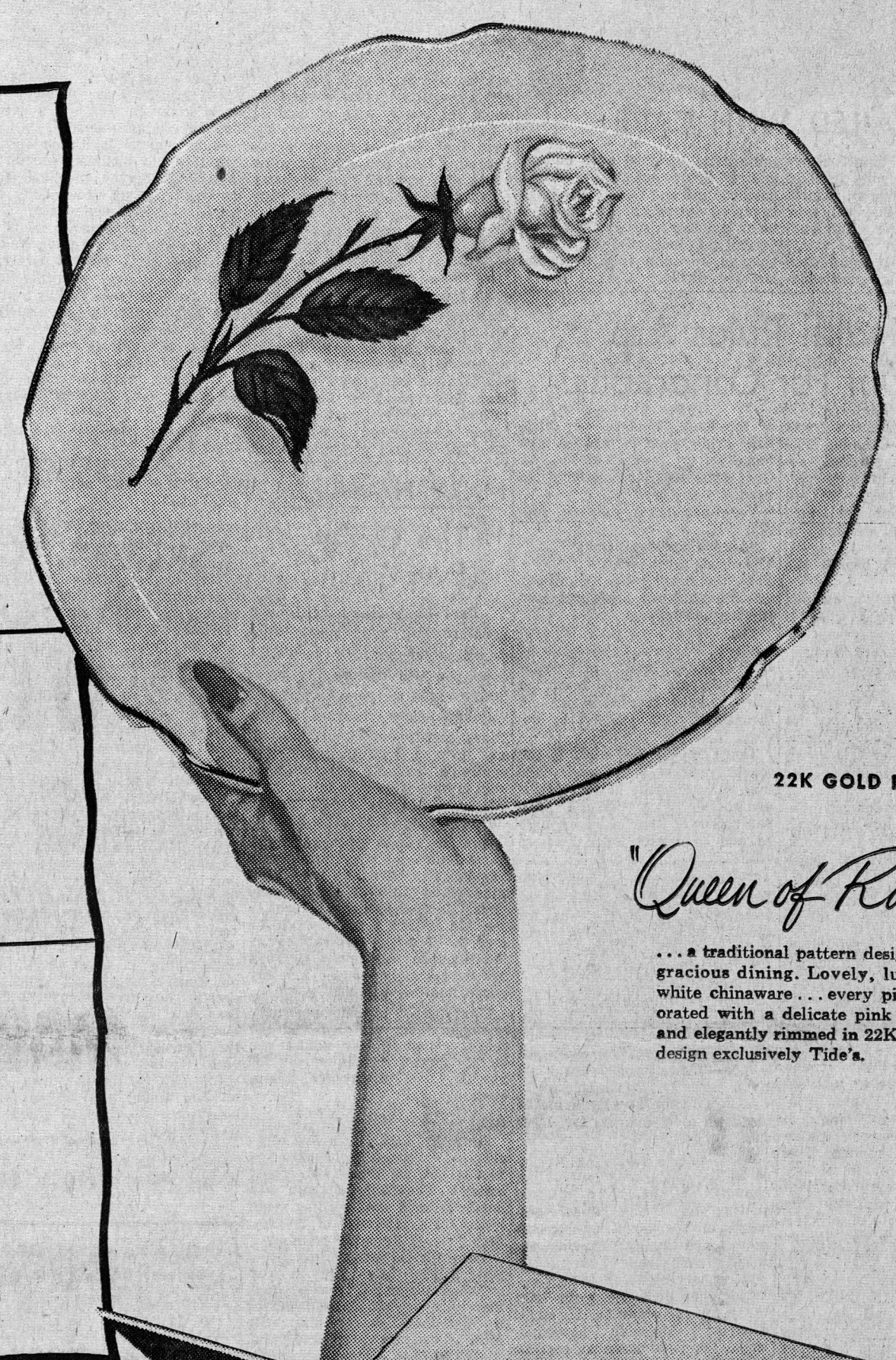


Inside every Giant-Size Premium Tide... you will find either a Cup (#3) or Saucer (#4) or Bread-and-Butter Plate (#5) or Fruit Dish (#6).  
Don't wait—start collecting your place settings now. Look for the packages that say Premium Tide—and get a piece of "Queen of Roses" chinaware in every box you buy! You'll be getting the cleanest clothes possible from now on, too... because the cleanest possible clean is Tide-clean!

Here's how to get your "Queen of Roses" service pieces:



The wonderful mail-in offer below will get you these beautiful, matching service pieces. Simply mail box tops and money as indicated, together with your name and address, to: PREMIUM TIDE CHINAWARE, BOX 3232, TORONTO 1, ONTARIO.  
Sugar Bowl (#7): 1 King-Size or Giant-Size PREMIUM TIDE box top plus 50¢  
Creamer (#8): 1 King-Size or Giant-Size PREMIUM TIDE box top plus 50¢  
Vegetable Dish (#9): 1 King-Size or Giant-Size PREMIUM TIDE box top plus 75¢  
Gravy Boat (#10): 1 King-Size or Giant-Size PREMIUM TIDE box top plus 75¢  
13" Meat Platter (#11): 1 King-Size or Giant-Size PREMIUM TIDE box top plus \$1.00



22K GOLD RIM

"Queen of Roses"

... a traditional pattern designed for gracious dining. Lovely, lustrous-white chinaware... every piece decorated with a delicate pink rose... and elegantly rimmed in 22K gold. A design exclusively Tide's.

YOU GET THE  
CLEANEST CLOTHES POSSIBLE  
... AND THIS  
WONDERFUL CHINAWARE, TOO!



TO COMPLETE YOUR CHINAWARE SET FAST...  
USE PREMIUM Tide FOR DISHES AND HOUSECLEANING, TOO!