

Now!

Two Great Rinso Products...

Rinso Soap and

NEW RINSO DETERGENT



Now, **EVEN IN HARDEST WATER**, you can have a wash that's **WHITER, BRIGHTER THAN NEW!**

DISHES DRY SPARKLING CLEAN . . . NO WIPING!

These fast, busy suds simply soak away the dirt in seconds. A quick rinse, and your dishes are done!



RICH SUDS EVEN IN HARDEST WATER!

For washing precious woolsens, New Rinso Detergent fluffs into thick, rich, instant suds, even in hard or cold water.



SO MUCH KINDER TO YOUR HANDS . . .

Despite busy days, your hands will keep that soft, "party-pretty" look with gentler, kinder New Rinso Detergent.



RINSES OUT MORE EASILY. GETS CLOTHES SO WHITE AND SWEET-SMELLING.

New Rinso Detergent rinses out faster, more completely. Leaves clothes so soft and sweet-smelling. It's safe for all washable colors.



You'll love this easier, faster way to get dishes sparkling!

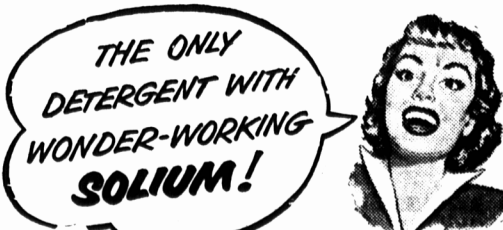
Thousands of you women prefer wonderful Rinso Soap and will continue to use it. And now, for you who prefer a detergent, here's sensational New Rinso Detergent.

quicker, more easily. Rinses out of fabric faster, more completely—leaves your wash softer and sweeter-smelling.

Even in hardest water, New Rinso Detergent gives you more suds. It floats the dirt off dishes, cuts grease like magic. A quick rinse and dishes dry shining-clean!

Look for New Rinso Detergent in the bright yellow package.

With New Rinso Detergent, you do your wash faster, too. It rinses away



ONLY RINSO GIVES YOU YOUR CHOICE — SOAP OR DETERGENT!



BOTH HAVE SOLIUM

TO GET YOUR CLOTHES WHITER, BRIGHTER THAN NEW