

Tide's the new all-round washing wonder!

WASHES CLOTHES CLEANER than any washing product known. Everything comes cleaner with Tide—even greasy overalls and heavily-soiled work shirts! Tide not only leaves clothes free from ordinary dirt, but actually removes dulling soap film as well. That's why Tide washes cleaner!

ACTUALLY BRIGHTENS COLORS! By removing dulling soap film as well as ordinary dirt, Tide makes soap-dulled, faded-looking colors perk up like magic! Tide is safe for all your washable colors!

THE WORLD'S WHITEST WASH! No soap known gives you a whiter wash than Tide! Tide-washed clothes come dazzling white. . . stay dazzling white! Tide never turns them yellow no matter how often they're washed or how long they're stored.

OCEANS OF SUDS even in hardest water! Test Tide in your dishpan. It gives more suds! Faster suds! Kind-to-hands suds! These wonder suds seem to make grease disappear. No scum in the water! No greasy ring around the pan! No cloudy film on dishes and glasses!

NOTE: Do not use any water softener or soap with Tide. For best results use Tide alone.

Growing interest in the American-Jewish consumer is seen in this 1940's Yiddish advertising brochure for Tide laundry detergent.

Heading South

Postwar Americans were moving by the thousands to the Sunbelt. Cities like Los Angeles and Miami were magnets for Jews. Many Jewish G.I.s from the north had done their basic military training in the Sunbelt and had fallen in love with the climate and, sometimes, with a young person from the area.

By 1960 there were almost 400,000 Jews living in Los Angeles, and close to 200,000 in Miami. Miami was especially attractive to senior citizens from the Northeast eager to escape the icy winter months. Cheaper air travel and the invention of air-conditioning helped speed up the move to the South.

Antisemitism on the Decline

Antisemitism, which peaked just before and during World War II, greatly declined in the late 1940's and into the 1950's. Nazism had made antisemitism seem less respectable to most people. Military service also softened prejudices. Americans who had never been exposed to Jews before fought side by side with them. They learned that Jews were good, loyal fighters and that their similarities with Jews outweighed religious or ethnic differences. Finally, as economic conditions improved, people were less likely to seek scapegoats for their financial problems.



Homerun king Hank Greenberg served in China during World War II. In 1954, he became the first Jewish player to be elected to baseball's Hall of Fame in Cooperstown, New York.



New York City Mayor Fiorello LaGuardia (center, holding hat) at a pro-tolerance rally in about 1944

By the 1950's American Jews were receiving widespread acceptance. Judaism had become acknowledged as America's third great faith, alongside Protestantism and Catholicism. American leaders began to routinely speak of the country's Judeo-Christian values, rather than Christian values. And television stations began wishing their viewers not only a Merry Christmas but also a Happy Hanukkah.

Jews and McCarthyism

While the increased acceptance helped American Jews feel more secure than ever, many continued to believe that their situation could become unstable. They feared that any negative information about the Jewish community could trigger a backlash from the general American public.



A Jewish Miss America

A symbol of the new atmosphere of acceptance was the crowning of Bess Myerson as Miss America in September 1945. Before Myerson, no Jew had ever won the Miss America beauty pageant. American Jews were thrilled.

Until this time, the definition of beauty had suggested a blue-eyed blonde with straight hair. Now it had expanded to include Myerson's dark eyes and wavy brown hair. It was as if America was once and for all rejecting old antisemitic stereotypes.

Some were concerned that such a backlash could result from the rising fear of Communism that swept the United States in the late 1940's into the 1950's. Tensions between the United States and the Soviet Union were high and many Americans worried that Communists might secretly be weakening America from