

133 Years of Progress



STOCK UP NOW



AT THESE SPECIAL PRICES

Beginning Saturday — your neighborhood grocer proudly steps in line with Colgate-Palmolive-Peet's Great 133rd Anniversary Sale — to offer you the soap and wash-day items you've always wanted to buy at celebration prices! Read the lists of items on this page! Save time and money! Phone your favorite grocer for a complete supply while these prices are in effect.

"QUINS" 5th BIRTHDAY OFFER SOUVENIR TEASPOONS
EACH SPOON ONLY BY AND A BLACK BAND FROM PALMOLIVE SOAP ASK FOR ORDER BLANK

PALMOLIVE	3 for 20c
SMALL SUPER SUDS (Red Box)	3 for 25c
SMALL SUPER SUDS (Blue Box)	3 for 25c
LARGE SUPER SUDS (Blue Box)	3 for 43c

(Gets Clothes "Hospital Clean")

OCTAGON SOAP (Giant)	6 for 25c
OCTAGON SOAP (Small)	10 for 24c
OCTAGON POWDER (Large)	6 for 25c
OCTAGON POWDER (Small)	10 for 24c
OCTAGON TOILET	4 for 19c
OCTAGON CLEANSER	2 for 9c

BLALOCK GROCERY

ANNIVERSARY SOAP SALE

1806 133 Years of Progress 1939
COLGATE-PALMOLIVE-PEET CO.

10 VAUGHAN GLADIOLUS BULBS
only 10¢ AND 1 BOX TOP FROM CONCENTRATED SUPER SUDS

MAIL TO CONCENTRATED SUPER SUDS, DEPT. N-704, JERSEY CITY, N. J.

LARGE SUPER SUDS (Blue Box)	2 for 49c
OCTAGON SOAP (Giant)	6 for 25c
OCTAGON SOAP (Small)	10 for 24c
OCTAGON POWDER (Large)	6 for 25c
OCTAGON POWDER (Small)	10 for 24c
OCTAGON TOILET	4 for 19c
OCTAGON CLEANSER	2 for 9c
OCTAGON GRANULATED	2 for 18c
CRYSTAL WHITE SOAP	3 for 14c
HOLLYWOOD BEAUTY SOAP	3 for 14c

W. J. CRAWFORD & SONS

10 VAUGHAN GLADIOLUS BULBS
For only 10¢ and a box top from CONCENTRATED SUPER SUDS

BEAUTIFY YOUR GARDEN... BRIGHTEN YOUR HOME WITH THESE GRAND FLOWERS!

TAKE advantage of this offer today and send for your Vaughan Gladiolus Bulbs. They are easy to grow, and come in assorted colors, including 2 Picardy varieties.

You can get as many Gladiolus bulbs as you wish! Just be sure to send 1 box top from a package of Concentrated Super Suds in the blue box and 10¢ in coin for each set of 10 bulbs.

New Concentrated Super Suds Gives You 5 Amazing Advantages

Try this really modern laundry soap that gives you Super Action, Super Speed, Super Whiteness, Super Cleansing and Super Safety! Buy Concentrated Super Suds in the blue box, and send for your Vaughan Gladiolus Bulbs today!

You can plant these Vaughan Glads almost anywhere and in just a short time they will bear large spikes of gorgeous flowers.

Concentrated Super Suds, Dept. N-704, Jersey City, N. J.
Enclosed find... \$ in coin and... box top (s) from Concentrated Super Suds.
Please send me, postpaid, ... set (s) of 10 Vaughan Gladiolus Bulbs.

Name: (Please print name and address clearly)
Address:
City: State:

Offer good only in U.S.A. and expires July 31, 1939.

GET OUR 5th BIRTHDAY Souvenir "QUIN" TEASPOONS!

GENUINE CARLTON SILVERPLATE TEASPOONS OFFERED TO INTRODUCE YOU TO PALMOLIVE!

DON'T miss this opportunity! These lovely Dionne "Quin" teaspoons are made by one of America's leading silversmiths. Get one or more—better still, a complete set—and delight your children. There are 5 different spoons—one for each Quin, with her name and likeness on the handle.

You can have as many "Quin" teaspoons as you wish. Just be sure to send 10¢ in coin and a black band from 1 cake of Palmolive Soap for each spoon.

Palmolive, made with Olive and Palm Oils, is the only soap Dr. Dafoe has ever allowed the Quins to use. Try gentle Palmolive yourself! Get a supply... and send for your "Quin" Souvenir teaspoons today!

Palmolive, Dept. N-701, Jersey City, N. J.
Send me, postpaid, ... "Quin" teaspoon (s). Enclosed find... in coin and... band (s) from Palmolive Soap. (Check spoons wanted and send 10¢ and 1 band for each spoon.)

Name: (Please print name and address clearly)
Address:
City: State:

Offer good only in U.S.A. and Canada, and expires August 31, 1939.

USE COUPON Check bars for spoons wanted
 Yvonne
 Annette
 Emilie
 Marie
 Cecile
 Complete Set

Beautiful INITIAL RING 14 CARAT GOLD PLATE
ONLY 15¢ AND 1 BOX TOP FROM OCTAGON GRANULATED SOAP

MAIL TO OCTAGON Dept. N-701, JERSEY CITY, N. J.

PALMOLIVE	3 for 20c
SMALL SUPER SUDS (Red Box)	3 for 25c
SMALL SUPER SUDS (Blue Box)	3 for 25c
LARGE SUPER SUDS (Blue Box)	2 for 47c

(Gets Clothes "Hospital Clean")

OCTAGON SOAP (Giant)	6 for 25c
OCTAGON SOAP (Small)	10 for 24c
OCTAGON POWDER (Large)	6 for 25c
OCTAGON POWDER (Small)	10 for 24c
OCTAGON TOILET	4 for 19c
OCTAGON CLEANSER	2 for 9c

SUMMITT'S NU-WAY

IT'S HERE... THE NEW AND IMPROVED PALMOLIVE

LARGE SUPER SUDS (Blue Box)	2 for 47c
OCTAGON SOAP (Giant)	6 for 25c
OCTAGON SOAP (Small)	10 for 24c
OCTAGON POWDER (Large)	6 for 25c
OCTAGON POWDER (Small)	10 for 24c
OCTAGON TOILET	4 for 19c
OCTAGON CLEANSER	2 for 9c
OCTAGON CHIPS	2 for 18c
OCTAGON GRANULATED	2 for 18c
CRYSTAL WHITE SOAP	3 for 14c

ROBERTS' GROCERY

FREE! CANNON DISH TOWEL FOR ONLY 30 OCTAGON COUPONS!

No cash required for this big bargain! This genuine Cannon Dish Towel is FREE for only 30 coupons from any of these 6 famous Octagon Products: Octagon Granulated Soap, Octagon Soap Chips, Octagon Soap Powder, Octagon Toilet Soap, Octagon Toilet Soap and Octagon Laundry Soap.

Begin using these grand soaps today!

They'll save you time, work and money... and all of them carry valuable coupons good for 1000 free gifts!

Start saving your coupons now. They'll pile up so quickly, you'll soon have 30... enough to get this Cannon Dish Towel FREE. Take your coupons to:

D. F. HORD FURN. CO., Inc

DON'T MISS THESE BIG BARGAIN OFFERS — SEE YOUR DEALER TODAY!

Redeem your Coupons

Listen To These Entertaining Radio Programs

MYRT AND MARGE
Top Notch Entertainers for Concentrated Super Suds in the Blue Box Heard DAILY Except Saturday at 9:15 A. M.
Over WBT, Charlotte

GANG BUSTERS
Enjoyed by young and old—Making thousands of news friends for PALMOLIVE SOAP Listen EVERY WEDNESDAY at 7:00 P. M.
Over WBT, Charlotte

HILL-TOP HOUSE
Starring Bess Johnson Another Fine PALMOLIVE PROGRAM Heard Daily except Saturday At 9:30 A. M.
Over WBT, Charlotte

NEW SUPER SOAP GETS CLOTHES FAR WHITER
Concentrated SUPER SUDS 3 For 25c

PALMOLIVE	3 for 20c
SMALL SUPER SUDS (Red Box)	3 for 25c
SMALL SUPER SUDS (Blue Box)	3 for 25c
LARGE SUPER SUDS (Blue Box)	2 for 47c

(Gets Clothes "Hospital Clean")

OCTAGON SOAP (Giant)	6 for 25c
OCTAGON SOAP (Small)	10 for 24c
OCTAGON POWDER (Large)	6 for 25c
OCTAGON POWDER (Small)	10 for 24c
OCTAGON TOILET	4 for 19c
OCTAGON CLEANSER	2 for 9c

WEIR GROCERY

Free for OCTAGON COUPONS

Coupons from LUZIANNE Coffee SILVER COW and MAGNOLIA Milks BALLARD'S OBELESK Flour and HEALTH CLUB Baking Powder may also be used to get these wonderful premiums!

ALL IN ONE PACKAGE—5 ASTONISHING WASHDAY IMPROVEMENTS!

- SUPER ACTION!** GIVES TWICE AS MUCH SUDS
- SUPER SPEED!** SOAKS DIRT FREE IN 10 MINUTES
- SUPER WHITENESS!** GETS CLOTHES UP TO 25% WHITER
- SUPER CLEANSING!** GETS CLOTHES HOSPITAL CLEAN
- SUPER SAFETY!** CLOTHES LAST 2 TO 3 TIMES LONGER

Concentrated Super Suds gives up to twice the suds, cup for cup, as less modern packages—tested—richer suds that last two or three times as long.

Soaks into rich, thick suds in 5 seconds! Soaks dirt and grime free in as little as 10 minutes! Back-breaking scrubbing banished forever!

Washes clothes up to 25% whiter, cup for cup, than old-fashioned soaps tested—as shown by the amazing new Electric Eye photometer test!

This new Concentrated Super Suds not only banishes dirt, but kills or removes most germs... washes your clothes super clean... Hospital-Clean.

Gentle to clothes, hands! Clothes last 2 to 3 times longer when washed without scrubbing, the new Concentrated Super Suds way!

D. F. Hord Furn. Co., Inc.