

Save Pennies **FRIDAY** and **SATURDAY** At This Great

# THRIFT SALE

## Trade With Home Folks-Your Local Retail Merchants

MY, HOW CLEAN!  
NO WONDER MOMMY  
ALWAYS USES  
**OCTAGON SOAP**



Save Octagon  
**COUPONS**  
For Valuable  
**GIFTS**

**SOUTHPORT**  
J. B. Ruark  
D. E. Arthur  
J. W. Lancaster  
E. R. Outlaw  
W. F. Jones  
Harry Robinson  
Pete Larson  
The Neighborhood Store  
R. Will Davis  
Joel L. Moore

**SHALLOTTE**  
Shallotte Trading Company  
Coast Road Service Station  
D. C. Andrews  
W. Russ  
G. T. Rourk

**ASH:**—Roland Simmons  
SUPPLY  
G. W. Kirby & Son  
J. E. Kirby  
J. J. Hawes  
R. Galloway

**BOLIVIA**  
H. F. Mintz  
C. P. Willetts

**LONGWOOD**  
Longwood Trading Company  
The Country Store  
J. S. Parker  
W. R. Jenrette

**LELAND**  
U. L. Rourk  
Lawrence Mills  
E. F. Milliken

**NAVASSA:** Navassa Grocery Co.

**WINNABOW**  
J. L. Henry  
W. C. Savage  
I. D. Harrelson

**SEASIDE:**— Fannie Brooks

**THOMASBORO**  
Cornelius Thomas  
R. J. Summerset

MY, WHAT SUDS FROM  
**OCTAGON SOAP**



Save Octagon  
**COUPONS**  
For A Charitable  
**INSTITUTION**

**CONCENTRATED SUPER SUDS IN THE BLUE BOX GIVES 5 WASHDAY ADVANTAGES!**

- 1 SUPER ACTION!**... THE NEW CONCENTRATED SUPER SUDS GIVES UP TO TWICE THE SUDS, CUP FOR CUP, AS LESS MODERN PACKAGE SOAPS TESTED— RICHER, THICKER SUDS THAT LAST 2 OR 3 TIMES AS LONG!
- 2 SUPER SPEED!**... BURSTS INTO RICH SUDS IN 5 SECONDS! SOAKS DIRT AND GRIME FREE IN AS LITTLE AS 10 MINUTES! CONCENTRATED SUPER SUDS BANISHES BACK-BREAKING SCRUBBING FOREVER!
- 3 SUPER WHITENESS!**... CONCENTRATED SUPER SUDS WASHES CLOTHES UP TO 25% WHITER, CUP FOR CUP, THAN OLD-FASHIONED SOAPS TESTED— AS SHOWN BY ELECTRIC EYE PHOTOMETER TESTS!
- 4 SUPER CLEANSING!**... CONCENTRATED SUPER SUDS GUARDS FAMILY HEALTH! NOT ONLY BANISHES DIRT, BUT KILLS OR REMOVES MOST GERMS... WASHES YOUR CLOTHES SUPER CLEAN... HOSPITAL-CLEAN!
- 5 SUPER SAFETY!**... GENTLE TO YOUR CLOTHES, HANDS! CLOTHES LAST 2 TO 3 TIMES LONGER WHEN YOU WASH THEM WITHOUT SCRUBBING, THE NEW CONCENTRATED SUPER SUDS WAY!



Listen to Martha Jackson in "Woman of Courage" 10:45-11:00 A. M., WBT, Charlotte

Now, I'm  
Schoolgirl Complexion  
all over!



**PALMOLIVE**

Listen To  
"HILL TOP  
HOUSE"  
10:30-10:45 A. M.  
WBT, Charlotte  
Daily Except  
Saturday.

**BEAUTIFUL  
CARVED SIMULATED  
JADE  
BROOCH**

FOR ONLY 15¢ AND 3 BANDS FROM  
**PALMOLIVE SOAP**

MAIL TO  
**PALMOLIVE**  
JERSEY CITY, N. J.

3 for  
20c

—3—  
**BIG  
RADIO  
SHOWS**

—5—  
**DAYS  
EACH  
WEEK**

**BIG VALUE GIFTS**



6 for 75 Cps. 130 Cps. 100 Cps.

FREE for **OCTAGON COUPONS**

**PREMIUM AGENTS**  
Wilmington Furniture Company  
George Galloway  
SOUTHPORT, N. C.  
Coast Road Service Station  
SHALLOTTE, N. C.

—3—  
**BIG  
RADIO  
SHOWS**

—5—  
**DAYS  
EACH  
WEEK**

HIGHER SOAP PRICES  
ARE COMING—  
**BUY NOW!**



**OCTAGON CLEANSER** 3 for 14c

**KLEK**  
FORMERLY  
**SUPER  
SUDS**  
(IN THE RED BOX) 2 for 18c

Listen To  
"MYRT &  
MARGE"  
10:15-10:30 A. M.  
WBT, Charlotte  
Daily Except  
Saturday.

**OCTAGON POWDER** 2 for 9c

WASH YOUR DISHES and CLOTHES  
**HOSPITAL CLEAN**  
WITH  
**CONCENTRATED  
SUPER SUDS**  
REMOVES MOST GERMS AS WELL AS THE DIRT



**OCTAGON TOILET SOAP** 4 for 19c

**OCTAGON GRANULATED**  
QUICKER SUDS • CLEANER WASH  
FOR TUB OR WASHING MACHINE

SAVE THE COUPONS  
OVER 1000  
FREE GIFTS

**OCTAGON GRANULATED SOAP**

2 for 18c

**OCTAGON SOAP FLAKES**  
Pure WHITE  
HIGHEST QUALITY  
SAFE FOR DELICATE FABRICS

SAVE THE COUPONS • OVER 1000 FREE GIFTS

2 for 18c

**NEW LOW PRICE!**

**OCTAGON SOAP**

A GOOD SOAP for  
**OCTAGON**  
HOUSEHOLD USES

6 for 25c

**CONCENTRATED  
Super Suds**  
WASHING CLOTHES

GUARANTEED BEST  
FOR ANY MAKE OF  
WASHING MACHINE OR  
DOUBLE YOUR MONEY  
BACK FROM COLGATE-  
PALMOLIVE-PEET CO.

Medium 2 for 18c  
Large 23c