

FREE! 60 PONTIACS

SIX-CYLINDER

ALSO 960 THRILLING CASH PRIZES!

EACH WITH
1000 GALLONS
OF TEXACO
FIRE-CHIEF
GASOLINE
AND
PONTIAC AUTO RADIO

6 BIG
WEEKLY
CONTESTS

Enter
Each
Week

EACH WEEK 170 PRIZES

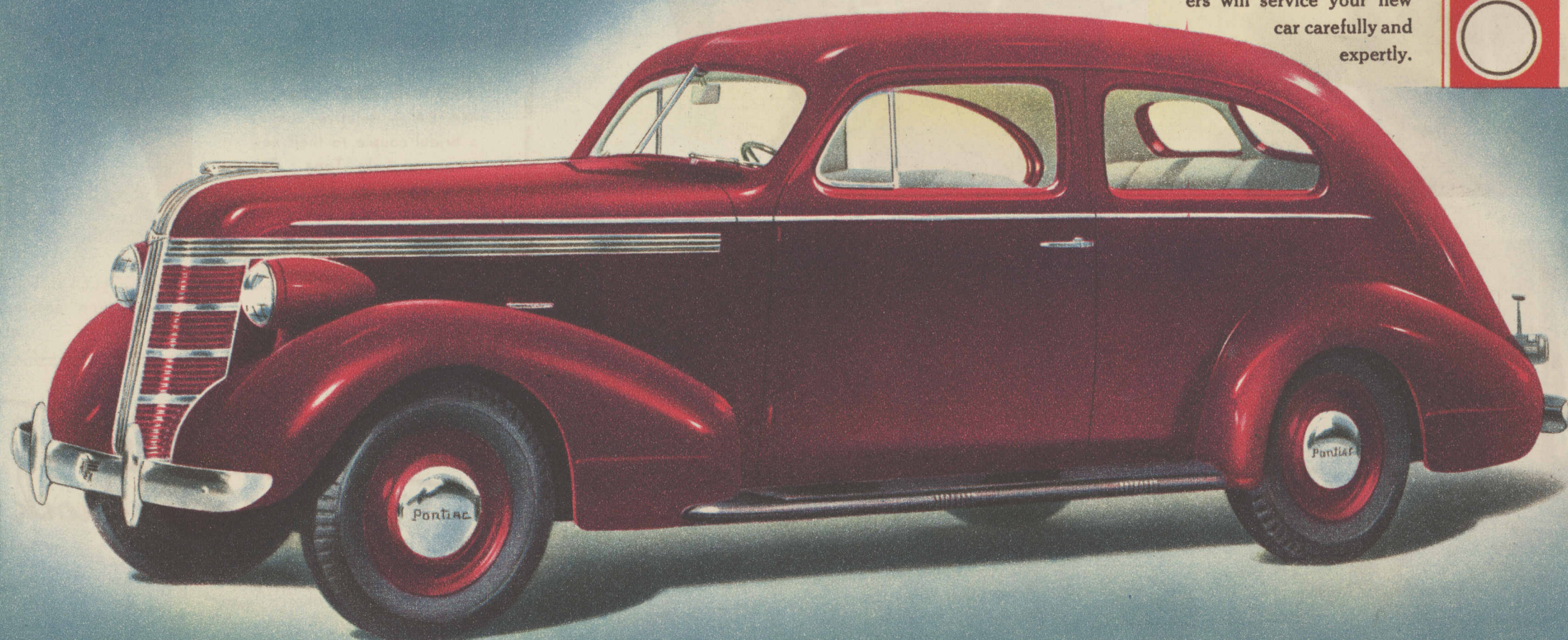
10 FIRST PRIZES—Each a PONTIAC 2-door de Luxe 6 Sedan—
Each with 1000 Gallons TEXACO FIRE-CHIEF Gasoline—
and \$53.95 Pontiac Auto Radio FREE. Each Week!

10 SECOND PRIZES, \$50 each • 50 THIRD PRIZES, \$5 each
100 FOURTH PRIZES, \$2.50 each



LOOK!
YOU MAY WIN
THIS BEAUTIFUL
1937 PONTIAC
2-DOOR
DE LUXE 6 SEDAN

The most beautiful thing on wheels... enriched with more basic advancements than any 1937 car of its price... new Unisteel Body by Fisher... greater power, get-away, and economy... five inches more wheel-base. America's finest low-priced car.



GET 1000 GALLONS OF
TEXACO FIRE-CHIEF
GASOLINE FREE!
AS YOU NEED IT!

Wherever you need it... in all 48 states! Its specifications altered to match the season, the locality, even the altitude... to give you full mileage and full power... quick starts in cold weather. Texaco dealers will service your new car carefully and expertly.



WIN! START NOW! JUST COMPLETE THIS SENTENCE,

"I like Ivory Soap because" (in 25 additional words or less)

New contest each week! Enter first week's contest today... Enter every week!

60 Pontiacs!... each with Texaco Fire-Chief Gasoline to last the average driver a year!... each with a Pontiac Auto Radio! 960 cash awards! What a wealth of prizes... what a lot of chances you have to win!

We chose Pontiacs for distinctive Silver-Streak styling... remarkable economy... extra size and roominess... their long list of special safety features.

We chose Texaco Fire-Chief Gasoline because you'll enjoy driving your new car on this full-mileage, full-power gasoline.

We chose Pontiac Auto Radios for their greater power... better sensitivity and selection... finer tone!

And all you have to do is finish the sentence that starts in the entry blank... in 25 additional words or less. That's all!

HINTS TO WIN! Probably you use Ivory for your bath, complexion, shampoo... for baby's bath... for silks and woolsens... for dishwashing and smooth hands. So just tell us about it... as simply as this:

"I like Ivory Soap because it's pure, and so kind to the tender skin of my baby I know it must be kind to everything it touches."

See... it's not fancy writing that counts. It's sincerity... your own thoughts... and clearness! So, sit down and just "talk on paper"... as though you were writing to a friend. Ivory is a friend. And one day a letter may come from Procter & Gamble telling you... that you have won a brand new Pontiac... for your own.

TUNE IN ON
"THE O'NEILLS" FOR
HINTS ON WINNING!

LISTEN TO

WLS—10:00-10:15 A.M. • WMAQ—2:45-3:00 P.M.

CENTRAL STANDARD TIME

MONDAY THRU FRIDAY

Prize-winners will be announced on "The O'Neills" shortly after each contest closes

ISN'T THIS IVORY
CONTEST EASY?
I'M GOING TO
ENTER EACH
WEEK!



ME, TOO! THINK
OF WINNING A
NEW PONTIAC
AND 1000
GALLONS OF
FIRE-CHIEF
GASOLINE!

ENTRY BLANK

"I like Ivory Soap because"

FINISH THIS SENTENCE IN 25 ADDITIONAL WORDS... OR LESS

IVORY SOAP, Dept. MG-1, Box 28, Cincinnati, Ohio.

Here is my entry for the Ivory Soap Contest. I attach the wrappers from one Medium Size cake and one Large Size cake of Ivory Soap (or facsimiles).

NAME

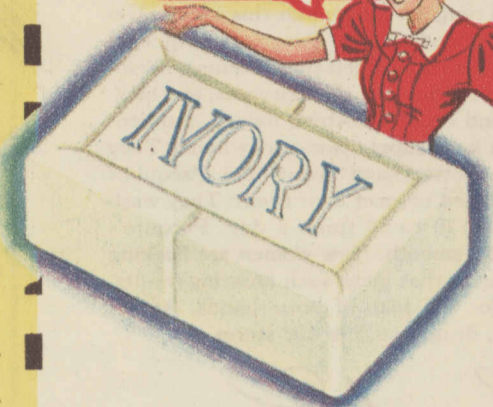
STREET

CITY

STATE

Please enclose the name and address of dealer or dealer's clerk who sold you Ivory Soap

FILL OUT THIS
ENTRY BLANK
AND MAIL
TODAY!



99 44/100% Pure • It Floats

READ THESE EASY RULES:

1. Finish this sentence "I like Ivory Soap because..." (in 25 additional words or less). Write your entry on one side of a sheet of paper, signing your name and address. Be sure to give name and complete address of dealer who sells you Ivory Soap.
2. Entries will be judged for clearness, sincerity, and individuality of thought. Your own words are most important. Fancy entries will not count extra.
3. There will be six weekly contests, each with a separate list of prizes. Opening and closing dates are as follows:

	OPENING	CLOSING
1st Contest	Now	Sat. Jan. 23
2nd Contest	Sun. Jan. 24	Sat. Jan. 30
3rd Contest	Sun. Jan. 31	Sat. Feb. 6
4th Contest	Sun. Feb. 7	Sat. Feb. 13
5th Contest	Sun. Feb. 14	Sat. Feb. 20
6th Contest	Sun. Feb. 21	Sat. Feb. 27

4. Attach the wrappers from one Large Size cake and one Medium Size cake of Ivory Soap (or a facsimile of each) to your entry. Mail to IVORY SOAP, Dept. MG-1, BOX 28, CINCINNATI, OHIO.
5. Entries for each week's contest must be post-

- marked before Saturday midnight to be eligible for the contest. Those arriving late for one contest will be automatically entered in the next week's contest.
6. Enter each week's contest as often as you choose, but be sure to attach the wrappers from one Medium Size cake and one Large Size cake of Ivory Soap (or facsimiles) to each entry.
7. The contests will be judged by Miss Elsie Rushmore and her associates. Duplicate prizes will be awarded in case of ties. All entries and the contents thereof become the property of Procter & Gamble. No entries will be returned.
8. Any one may compete except employees of Procter & Gamble, their advertising agencies, and their families. Contests are limited to the United States only and are subject to all Federal, State and Local Regulations.
9. Prizes to be awarded in each weekly contest are as follows:—Ten First prizes, each a Pontiac de Luxe (6 cylinder) 2-Door Sedan, equipped with a Pontiac Auto Radio and accompanied by 1000 gallons of Texaco gasoline. 10 Second prizes of \$50 each. 50 Third prizes of \$5 each. 100 Fourth prizes of \$2.50 each. Every dealer who helps a winner of a first prize will receive \$50 in cash.