SIX-CYLINDER
FREE! 60 PONTIACS
ALSO 960 THRILLING CASH PRIZES!

Each with 1000 Gallons of Texaco Fire-Chief Gasoline
and Pontiac Auto Radio

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
10 THIRD PRIZES, $5 each
100 FOURTH PRIZES, $2.50 each

Wherever you need it... in all 45 States! In specifica-
tions altered to match the season, the locality, even the altitudes... to give you full mileage and full
power... quick starts in cold weather. Texaco deal-
ers will service your new car carefully and
expertly.

WIN! START NOW! JUST COMPLETE THIS SENTENCE,

"I like Ivory Soap because...

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! $50 cash awarded! What a dividend of prizes... what a lot of chances you have to win!

We chose Pontiacs for distinctive Silver-Struck 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 wools... 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 cleanness! 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.

ENTRY BLANK

I like Ivory Soap because...

Finish this sentence in 25 additional words or less.

Ivory Soap, Dept. MG-1, Box 38, 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 facsimile).

NAME: _______________________

ADDRESS: __________________

CITY: ________________________ STATE: ____________

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

99% Pure. It Floats

(Tune in on "The O'Neills" for Hints on Winning!)

LISTEN TO

WLS—10:00 to 10:15 A.M., WMAG—2:45 to 3:00 P.M.

Central Standard Time

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

READ THESE EASY RULES:

1. Prove this sentence: "I like Ivory Soap because...

2. Your entry must be written by the person who bought the Ivory Soap. Your entry, on one side of a sheet of plain writing paper, must be complete. Your entry must be postmarked before Saturday midnight to be eligible for the current week's contest. Entries must be periodically entered in the next week's contest. Each entry must be restful, thoughtful, economical, and complete. Your entry must be postmarked before Saturday midnight to be eligible for the current week's contest. Each entry must be periodic, thoughtful, and restful.

3. The winner will be selected from among those entries, and placed in a random order, by a panel of judges. The winner will be notified by the United States Post Office and will be awarded a new Pontiac 2-door de Luxe 6 Sedan.

4. Any entry may contain any number of names and addresses of friends and relations of the author of the entry. The winner will be notified by the United States Post Office and will be awarded a new Pontiac 2-door de Luxe 6 Sedan.

5. Prizes to be awarded in each contest except as follows: The first prize, made a Pontiac 2-door de Luxe 6 Sedan, will be awarded by the winner of the contest. The winner will be notified by the United States Post Office and will be awarded a new Pontiac 2-door de Luxe 6 Sedan. The winner will be notified by the United States Post Office and will be awarded a new Pontiac 2-door de Luxe 6 Sedan.

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