

\$50,000 S.O.S SWEEPSTAKES!

Nothing to write!
Nothing to buy!
Enter today!



301 CHANCES TO WIN

1ST PRIZE

\$2,500.00 CASH

plus 4 U. S. Royal Safety-8 Whitewalls

300 2ND PRIZES

SETS OF 4 U. S. ROYAL Safety-8 WHITEWALLS

Enter the S.O.S Sweepstakes now! Win \$2,500 and a set of U.S. Royal Safety-8, tubeless, whitewall tires. These *safety first* tires are original equipment on America's finest cars and are listed up to \$200 a set. **Here's all you do!** Pick up an entry blank wherever S.O.S is sold. Or send your name and address on a postcard to S.O.S Sweepstakes, Box 50, Bradley, Illinois. Each entry must be mailed separately and postmarked by midnight July 5, 1959.

Prizes will be awarded on the basis of a blindfolded drawing under the direction of an independent judging staff. All winners will be notified by mail.

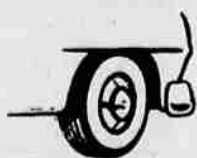
Any resident of the Continental U.S.A. is eligible, except employees of General Foods Corp., U.S. Rubber Co., their representatives, their advertising agencies and their immediate families, residents of N.J., Neb., any other area where prohibited. Promotion subject to federal, state and local laws and regulations.



NEW!

Look for this bright package at your grocery store

S.O.S EXTRA SCOUR POWER GETS WHITEWALLS WHITER



Extra scour power in S.O.S extra soap

S.O.S pads are pressure-filled with more soap than any other kind. Instant-sudsing soap that cuts through grease and road grime!



Extra scour power in S.O.S interwoven fibers

Only S.O.S is *interwoven* to prevent pulling apart. To hold its shape and soap. To clean whitewalls whiter than anything else can!



Extra scour power in the handy oval shape

The oval shape—exclusive with S.O.S—is so much easier to grip. You'll like the generous *size* of S.O.S pads, too.