

Win a new way of life for your family! SweetHeart's "Dream-Come-True" Contest!

WIN this \$25,000 "Capri" Home
by SWIFT Homes, Inc. Built on your
own lot anywhere in the U.S.A.

PLUS 2 dream cars
in your driveway... a 1960
Chevrolet Corvair and a 1960
Chevrolet Station Wagon!

Grand Prize: \$25,000 Dream Home
1440 additional exciting prizes!



2nd Prize:
Skyline MOBILE HOME

You'll say it's really living when you step into Skyline's completely furnished home. Spacious living room with beamed cathedral ceiling, two bright, roomy bedrooms with storage space aplenty! Full bathroom, fully equipped kitchen. Product of Skyline Homes, Elkhart, Ind.

Win this lovely, spacious split-level home by Swift Homes, Inc. Swift's largest manufacturer of PRECISION CUT homes. The SweetHeart Capri features a large living room, family-dining room, bonus-sized kitchen, three spacious bedrooms, two full baths, double garage and a laundry-utility room, all designed for spacious living with separate levels for sleeping and daytime use. Glass sliding doors open onto the patio, providing luxurious indoor-outdoor entertaining in this SweetHeart of the extensive Swift Homes line. A SweetHeart of a home in every respect. For further information, write: Swift Homes, Inc., Elkhart, Pa.



Lucky 1st prize
winner bonus!
**EASY
Combomatic**
Washer/Dryer
compact 2-in-1
combination

Just complete this sentence in 25 words or less... "I'd like to win SweetHeart's Dream Home because..."
Imagine living in this beautiful, spacious home! Imagine never again having to worry about rent or monthly mortgage payments! Here's your chance to give your family the kind of life you've always dreamed of—to enjoy a sense of security you never thought possible! Think how proud you'll be to show off your lovely new home! And think of all the things you can do with the money you'd normally pay in rent! You can win this dream home—plus two dream cars! A chance like this may never come again! Enter the SweetHeart Soap contest today and as often as you wish! Get entry blanks at your grocery store or supermarket next time you shop!

<p>3RD PRIZE: LUXURIOUS AUTUMN HAZE MIX & TOILE. Couturier styled, expertly matched, deeply furrowed skirts. One of the most beautiful fashion accessories a woman can own! Created for you by Alper-Sulak of Chicago.</p>	<p>NEXT PRIZE: EASY COMBOMATIC WASHER/DRYER. Exclusive Tilt-Tumble washing action—exclusive Surge 'N Spin water extraction! 5 water temperatures, 3 drying temperatures for different types of fabrics!</p>	<p>NEXT 2 PRIZES: "PORTRAIT" DINING FURNITURE BY KELLER. Set includes expansion table, 4 chairs, handsome hutch and buffet party wagon in magnificent cherry! Table, hutch and buffet tops have wood-grained plastic tops for carafe durability!</p>	<p>NEXT 2 PRIZES: VOIGTLANDER BEXAMATIC 35 MM. AUTOMATIC CAMERA WITH INTERCHANGEABLE LENSES. One look and you see everything! Get perfect viewing, focus and exposure—automatically! Includes wide-angle, normal and telephoto lenses!</p>	<p>NEXT 5 PRIZES: ARVIN STEREO HI-FI PORTABLE PHONOGRAPHS with self-contained speakers in swing-open, detachable doors. Hi-Fi at its finest in a handsomely styled imperial black case with golden trim!</p>	<p>NEXT 2 PRIZES: BERNS AIR KING DE-HUMIDIFIERS. Protects against moisture damage at low cost! Equipped with Humidistat, safety overflow switch and indicator light. Perfect for home, basement, office!</p>
<p>NEXT 5 PRIZES: K-4 DELUXE TELESCOPES BY SPACER INSTRUMENT COMPANY, Pottstown, Pa. Keep in step with the space age! View manmade satellites, the moon's craters, Saturn's rings... galaxies deep in outer space!</p>	<p>NEXT 5 PRIZES: IN-SINK-ERATOR GARBAGE DISPOSERS. Pulverizes food waste and whisks it down the drain. Patented automatic reversing action is whisper-quiet... gives years of trouble-free operation.</p>	<p>NEXT 5 PRIZES: RED DELUXE 21" POWER MOWERS WITH GRASS CATCHERS. Cuts and cleans lawns in one operation! Picks up leaves and clippings quickly and efficiently! Big capacity bag zips open for easy disposal.</p>	<p>NEXT 25 PRIZES: DURHAM DELUXE CARD TABLE SETS. Sturdy 30" bridge table has removable top, tapered legs with automatic locks. Chairs are designed for comfort with bolstered seats, contoured backs. Easy to set up or store away.</p>	<p>NEXT 20 PRIZES: POLLEN-EX PURE-AIR "90" PURIFIERS. Helps remove pollen, dust, dirt, smoke, odors—in seconds! A boon for hay fever, asthma, allergy, sinus and cold sufferers.</p>	<p>NEXT 20 PRIZES: PFLUEGER SATURN SPIN CASTING FISHING KITS. Enjoy push-button casting with ease! Kit contains 100 yds. 6 lb. monofilament, matching 6 1/2 ft. spin casting rod, tubular glass tip and solid glass butt section!</p>
<p>NEXT 25 PRIZES: LADY SUNBEAM ELEGANCE ELECTRIC SHAVERS. All new! Just close the lid. For fast, yet gentle grooming! Specially designed comfort zones with "guardian rollers" protect delicate skin. In white leatherette travel case with gold-toned trim.</p>	<p>NEXT 20 PRIZES: COLUMBIAN SPORTS MASTER PICNIC SETS. 11-piece set includes gallon Sportsmaster picnic jug for hot or cold drinks, 2400 cubic inch Sportsmaster ice chest, 35-cup Coffee Caddy, king-size porcelain enamel plates and cups!</p>	<p>NEXT 25 PRIZES: SUNBEAM ELECTRIC CAN OPENS. Opens any can in seconds! One control locks can in place, zips it open and releases it! "Flip-up" magnetic lid holder—extra smooth edges for maximum safety.</p>	<p>NEXT 20 PRIZES: CLUB ALUMINUM HOLIDAY COOKWARE. Famous for waterless cooking! Now with colorful stainless porcelain finish developed by DuPont—permanently bonded to Lifetime Club Aluminum! Easy to clean as a china dish!</p>	<p>NEXT 50 PRIZES: BI-COON CHEF-MASTER 7-PIECE KITCHEN TOOL SET. The utensil you need—at your fingertips! Full-tanged stainless steel—polished to a mirror finish! Heatproof black bakelite handles!</p>	<p>NEXT 200 PRIZES: ROBOY GARDEN KITS. Fertilizes lawns and gardens! Kits weeds and crabgrass! NEXT 1000 PRIZES: 1000 "KUP-KATCH" GAMES. Fun for children and adults alike, Kup-Katch challenges your aim and coordination!</p>

★ ★ ★ Read rules carefully before entering... Hurry! Contest Closes May 8, 1960 ★ ★ ★
OFFICIAL CONTEST RULES—ENTER TODAY! IT'S SO EASY TO WIN!

1. Just complete the following sentence in 25 words or less: "I'd like to win SweetHeart's Dream Home because..." on one side of a plain sheet of paper or an entry blank available in this ad or in supermarkets and grocery stores.
2. Mail your entry along with the foil wrap from a SweetHeart Soap 1c Sale pack to: SweetHeart Soap Contest, P.O. Box 5809, Chicago 77, Illinois.
3. Enter as often as you wish, but each entry must be accompanied by the foil wrap from a SweetHeart Soap 1c Sale pack (regular or bath size).
4. All entries will be judged on the basis of originality, sincerity, and aptness of thought by the Reuben H. Donnelley Corporation, whose decisions will be final. In case of ties, duplicate prizes will be awarded.
5. Entries must be postmarked no later than midnight, May 8, 1960 and received no later than May 15, 1960. All winners will be notified by mail approximately two months after close of contest.

6. This contest is open to all persons living in Continental United States except employees of Purex Corporation, Ltd., its advertising agencies, the Reuben H. Donnelley Corporation, and their families.
7. *Contest void in Alaska, Hawaii, Canada and Mexico and where prohibited, taxed or restricted.
8. The first prize winner must provide: 1) a level lot ready for conventional foundation in compliance with local building regulations and soil conditions; 2) utilities; 3) landscaping. Winner must provide lot within one year of official notification by Purex or the prize will be forfeited and Purex will have no further obligation.
9. All entries become the property of Purex Corporation, Ltd. and none will be returned and no correspondence will be entered into about them.
10. All entries must be the original work of the contestant and entered in his or her own name. Contest is subject to federal, state and local regulations.

EASY TO ENTER! Just complete this sentence in 25 additional words or less:
"I'd like to win SweetHeart's Dream Home because..."

NAME _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

Send your entry with the foil wrap from a SweetHeart 1c Sale pack to: SweetHeart Soap Contest, P.O. Box 5809, Chicago 77, Illinois. ENTER AS MANY TIMES AS YOU WISH! JUST BE SURE TO ENCLOSE THE FOIL WRAP FROM A SWEETHEART SOAP 1c SALE PACK WITH EACH ENTRY!

SweetHeart® Soap