

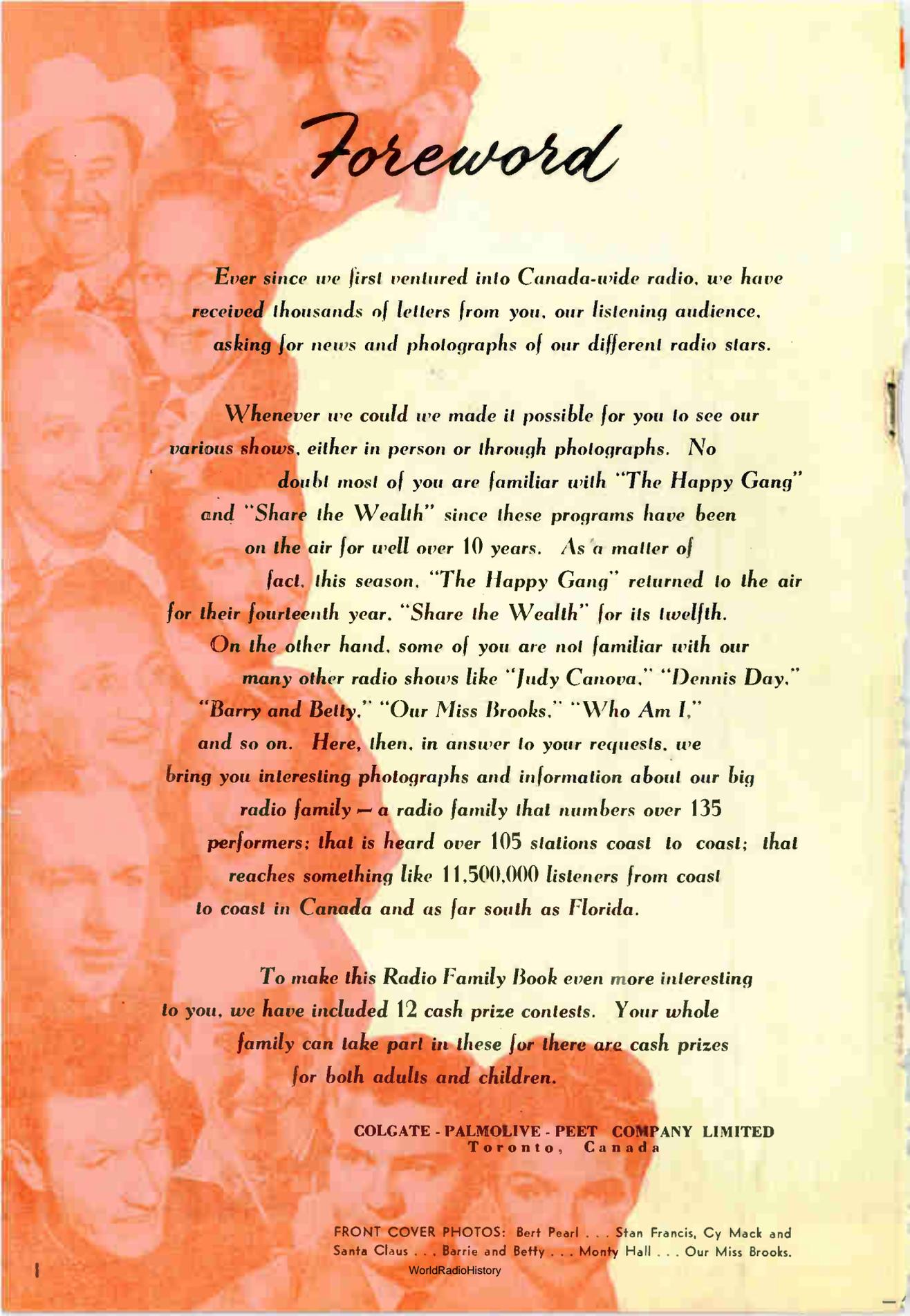
BEHIND THE SCENES WITH COLGATE'S

# Radio Stars



**\$4,200.00 CASH PRIZES**

WorldRadioHistory



# Foreword

*Ever since we first ventured into Canada-wide radio, we have received thousands of letters from you, our listening audience, asking for news and photographs of our different radio stars.*

*Whenever we could we made it possible for you to see our various shows, either in person or through photographs. No doubt most of you are familiar with "The Happy Gang" and "Share the Wealth" since these programs have been on the air for well over 10 years. As a matter of fact, this season, "The Happy Gang" returned to the air for their fourteenth year, "Share the Wealth" for its twelfth.*

*On the other hand, some of you are not familiar with our many other radio shows like "Judy Canova," "Dennis Day," "Barry and Betty," "Our Miss Brooks," "Who Am I," and so on. Here, then, in answer to your requests, we bring you interesting photographs and information about our big radio family — a radio family that numbers over 135 performers; that is heard over 105 stations coast to coast; that reaches something like 11,500,000 listeners from coast to coast in Canada and as far south as Florida.*

*To make this Radio Family Book even more interesting to you, we have included 12 cash prize contests. Your whole family can take part in these for there are cash prizes for both adults and children.*

**COLGATE - PALMOLIVE - PEET COMPANY LIMITED**  
Toronto, Canada

FRONT COVER PHOTOS: Bert Pearl . . . Stan Francis, Cy Mack and Santa Claus . . . Barrie and Betty . . . Monty Hall . . . Our Miss Brooks.

WorldRadioHistory

# It's the Happy Gang!

Every weekday, Monday through Friday, more than a million people listen to a radio program from Toronto, Ontario. The folks on this particular program are not just radio entertainers, not just comedians . . . they are personal friends of those listeners!

Little did Bert Pearl realize, when he gathered his group together in 1937, what a success they would become. Today—The Happy Gang is the most-listened-to daytime radio program in Canada.

So popular is the Gang that every personal appearance is an immediate sellout; every song book, record or souvenir is immediately snatched up. During the broadcasting season, out-of-town visitors invariably go to see and hear "The Happy Gang." Last year, one proud father, as a reward for scholastic excellence, sent his young son Billy all the way from Estevan, Saskatchewan to Toronto to see just two things—the Hockey playoffs and—"The Happy Gang."

And now . . . here they are . . .



Back Row — Cliff McKay, George Temple, Hugh Bartlett, Joe Niosi, Bobby Gimby, Blain Mathe.  
Front Row — Bert Pearl, Jimmie Namaro, Kathleen Stokes, Lou Snider, Eddie Allen.

Beau Brummel of the 1800's. Bert celebrating Colgate's 143rd anniversary.



Billy Evans came all the way from Estevan, Sask., to see The Gang



Eddie with happy Dawna Case, winner of "The Happy Gang" scholarship at the Kiwanis Music Festival.



Special guests, Kate Aitken and Miss British Columbia of 1950 (Della Calhoun) are welcomed to The Happy Gang by Eddie and Hugh.



Blain, Bobby and Eddie and "I've Got a Lovely Bunch of Coconuts."



"Mr. Moneybags" Niosi putting another nickel in.



The "Family" at a Happy Gang Christmas Party: From L. to R., Hughie and Toddy; Eddie, Murn and Judy; Bobby, Gracie and Lyn; George; Blain and Hilda; Joe, Mary and Cecilia-Marie; Lou, Eleanor and Sally; Jimmy, Denise, Anne and Linda; Cliff with Terry, Vera, Joan and Sally; Kay; and Bert.



Hugh (Mrs. Dinglesnaffle) Bartlett and Herb (Sadie Glochenspiel) May roast corn in the Joke Pot.



Lovable Kay Stokes has her hands full — with the Gang!



Bert at a luncheon given by radio station CFAC, Calgary, during a Western Tour.

The Gang welcoming guests from the Canadian National Institute for the Blind.



Giant wrestler Hi Lee gives "5-foot-2 1/2" a lift to the mike.



Bert made Chief KA-ME-WA-WA-TUM (Happy Voice On Air) by the Cree Indians of Alberta.



"Ton-Of-Fun" Cliff enjoying a Rhumba.



After broadcasts — autograph-hunters surround members of the World of History's Hughie making people happy.

Listen to  
**THE HAPPY GANG**

MON. thru FRI.

CBC

**TRANS-CANADA  
NETWORK**

34 Stations.

See your local paper for time and station.

# \$500<sup>00</sup>

# CASH

IN EACH OF 6 CONTESTS

## 150 CHANCES TO WIN!

**FIND THE SPELLING MISTAKE** in the advertisement on the opposite page. The first 25 letters, drawn from all the mail received, which correctly point out the mistake — each win \$10.00 DOUBLED TO \$20.00 CASH if you enclose a boxtop or wrapper from Colgate Dental Cream, Fab, Halo Shampoo, Palmolive Shave Cream or Palmolive Soap!

*Send your entry to:*

**COLGATE**

**PALMOLIVE SOAP SPELLING CONTEST  
TORONTO 8**

# \$3000<sup>00</sup> CASH PRIZES FOR ADULTS



Enter each of the six contests shown in this book. Win **CASH** in each contest! DOUBLE your cash prize by enclosing a boxtop or a wrapper.

See pages 6, 8, 10, 13, 15 and 17 for other contests.



Contests open to all residents of Canada except employees and agents of Colgate-Palmolive. All entries must be postmarked not later than December 31, 1950. Decision of the judges will be final. Each entry must have sufficient postage, otherwise it will be disqualified. All winners will be notified by mail and will receive their prizes upon answering a claim question. Winners names will be supplied upon request.

**YOUR DEALER CAN WIN CASH  
TOO . . . so be sure to send  
in his name and address with  
each entry.**

# \$1,200. CASH PRIZES FOR CHILDREN

WorldRadioHistory

(SEE BACK SECTION)

# Find the spelling mistake in this ad WIN BIG CASH PRIZES

*For Baby Too!*

choose

extra mild, extra soothing

## Bath Size PALMOLIVE



*Palmolive Soothes*

**BABY'S TENDER SKIN!**

Palmolive—made of the *finest* ingredients—gives a creamy-smooth *extra-mild* lather that *soothes away* irritation as it gently floats away dirt. A daily Palmolive bath will keep your baby comfortable . . . refreshed . . . dainty. Palmolive is *extra-mild, extra soothing!*



**PALMOLIVE  
GOOT FOR BABY  
IS ESPECIALLY  
GOOD FOR YOU!**



DOCTORS PROVE *You Too* MAY WIN  
LOVELIER SKIN IN JUST 14 DAYS!

Start Palmolive's famous 14-day Beauty Plan today. Leading skin specialists proved the Palmolive Plan brings lovelier complexions to 2 out of 3 women *regardless of age, type of skin or previous beauty care!* Here's all you do: Wash your face with Palmolive Soap . . . Then for 60 seconds, massage gently with Palmolive's soft, lovely lather. Rinse! . . . Do this 3 times a day for 14 days. This cleansing massage brings your skin Palmolive's full beautifying effect!

So Big! So Thrifty  
So Solid and Long-Lasting  
Oceans of "Beauty Lather"  
Exciting New Fragrance  
Menfolk Love it, Too



*For Loveliness All Over* **buy BATH SIZE PALMOLIVE**



A DAY IN THE LIFE OF

# Dennis Day

A Colgate show that became a success overnight. Dennis Day portrays a bubbling, awkward, stage-struck lad trying to crash the entertainment field. His experiences and his romance result in fantastic complications. Denis sings, jerks sodas, uses his variety of dialects — everything and anything to make his show the tops in the field. Listen in and you'll know why Dennis — every Irishman's idol — is considered one of the world's most versatile radio, recording and movie stars. Did you know that Dennis is one of Jack Benny's most popular features? . . . that Dennis is the proud father of Patrick James, aged 2, and Dennis Eugene, aged 8 months.



**HEAR DENNIS DAY**

every Saturday night. See your ~~daily~~ <sup>World</sup>History paper for time and station.

# Find the spelling mistake in this ad WIN BIG CASH PRIZES

**"Soaping" dulls hair—  
Halo glorifies it!**



See  
Contest  
Rules  
on  
Page 5

Be sure to address  
your Entry in this  
Contest to

COLGATE  
HALO  
SPELLING  
CONTEST  
TORONTO 8



Halo gives  
"soft-water" lather  
—needs no  
special rinse!



Halo removes  
embarrassing  
dandruff from both  
hair and scalp!

Halo leaves hair  
soft—shining with  
natural highlights!



Halo makes permanents  
take better . . .  
last longer!

Yes, "soaping" your hair with  
even finest shampoos leaves a  
dulling film. Halo, made with  
a new, patented ingredient, con-  
tains no soap, no sticky oils.  
Halo glorifies your hair the  
very first time you use it.



Now! Halo in  
CREAM form  
as well.



**HALO reveals the hidden beauty of your hair!**



THE

# Judy Canova

SHOW

Judy portrays a fun-provoking hillbilly girl from Cactus Junction attempting to crash elite society — with usually disastrous results!

If you want to hear good, clean fun, listen in on Judy's fanciful romance with taxi driver Joe Krunchmiller and wealthy Hubert Updyke — the young man-about-town who trades in his cars as soon as the ashtrays are filled. Hear Judy in her flash-backs to her early life in Cactus Junction. Favesdrop on her uproarious arguments with Pedro the gardener — played by Mel Blanc, the man with a thousand voices.

Yes! The Judy Canova Show brings you first-rate comedy and out-of-this-world music with "Bud" Dant's Orchestra and the Sportsmen Male Quartet.

## HEAR JUDY CANOVA

every Saturday night. See your daily paper for time and station.



# Mr. & Mrs. North

Pam (Alice Frost) and Jerry North (Joseph Curtin) are the most unorthodox sleuthing team in radio. These hilarious amateur Sherlocks just can't avoid trouble in their unique methods of solving crimes!

The delight of mystery fans everywhere, each breath-taking episode finds Pam and Jerry hot on the trail of a murderer with plenty of laughs for you on the way. Yes, for murders mixed with merriment, you'll enjoy Mr. and Mrs. North!



## HEAR MR. AND MRS. NORTH

Every Tuesday night — CJAD  
Every Thursday night — CFRB  
See your daily paper for time.



# Find the spelling mistake in this ad WIN BIG CASH PRIZES

BROKERS • WRITERS • SPORTSMEN • ENGINEERS • MANAGERS • DRUGGISTS • FOREMEN • DENTISTS  
 DOCTORS • LAWYERS • BANKERS • SALESMEN • ACTORS • PUBLISHERS

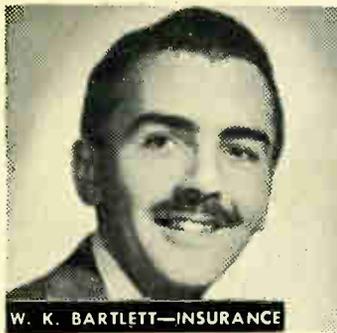
## MORE SUCCESSFUL MEN USE PALMOLIVE SHAVE CREAM THAN ANY OTHER BRAND



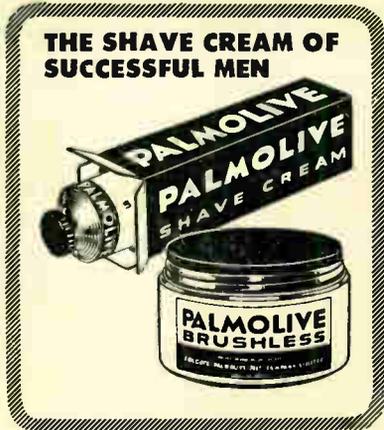
V. C. GRUNEAU—RESEARCH



STAN FRANCIS—RADIO STAR



W. K. BARTLETT—INSURANCE



THE SHAVE CREAM OF  
SUCCESSFUL MEN

Yes, far more successful men use Palmolive Shave Cream than any other brand! That's because men who lead in their fields know that Palmolive—made with special skin-conditioning oils—gives them closer... faster... better-looking shaves.

Give yourself a chance to make good. Look well-groomed with Palmolive—the shave cream of successful men.

TO BE SUCCESSFUL—LOOK SUCCESSFUL—WITH PALMOLIVE

See  
Contest  
Rules  
on  
Page 5

Be sure to address  
your Entry in this  
Contest to

COLGATE  
SHAVE  
CREAM  
SPELLING  
CONTEST  
TORONTO 8



When Stan asks that the mail be mixed up, the boys don't fool — they drag him through it.

Share the Wealth, with the help of Globe-trotter Gord Sinclair, raised almost \$3,000.00 for Manitoba's flood victims.

The boys were pop-eyed at the wonderful things they saw during their tour of the Colgate-Palmolive plant.

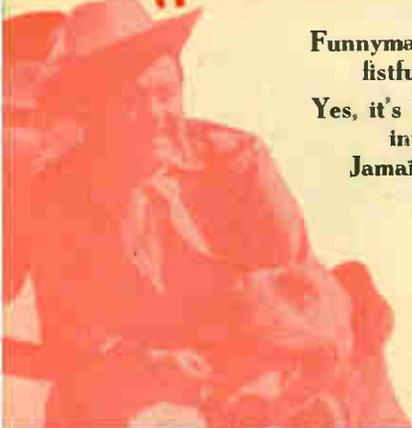
# MONEY! MONEY! MONEY!

# Share the Wealth

Funnyman Francis and his sidekick Cy Mack are back again with fun, frolic and fistfuls of that green stuff.

Yes, it's "Share the Wealth" — the only Canadian radio show that has earned invitations to originate in many foreign countries, among them France, Jamaica and Australia. Stan Francis — the show's lovable Master of Ceremonies — has just returned from a most successful trip to Australia where he launched a "Down Under" version of Share the Wealth.

"Oscar" — Share the Wealth's big cash prize — started off this season worth a total of \$1,482.00. Since anything can happen on Share the Wealth . . . and usually does . . . why not listen in? Who knows — you may be the "Oscar" winner!



Colgate's Lou Coghlan presents Ray Butler of Shoal Lake, Manitoba, with the Studebaker and \$500 he won in Stan's puppy contest.

Colgate's president, C. R. Vint, hands George Loke of Sherbrooke, Quebec, his "Oscar" cheque for \$1,482.00. Air partner, Rose Connolly, Saint John, N.B., won \$1,111.00.

Bernie Bray, harmonica virtuoso, who has made several guest appearances on Share the Wealth, suffers as Stan serenades.

# Stan visits Australia



Stan leading the famous Calgary Stampede parade—an event he looks forward to each year.



Cy bids Stan "bon voyage" as he leaves for Australia. At right, Stan presents Lord Mayor O'Dea of Sydney with a gift from the Native Brotherhood of B.C.



A bevy of beauties welcomed Stan to his first Australian broadcast of "Money - Money - Money!"



Stan, in historic Stanley Park, where he was made an Associate Life Member of the B.C. Native Brotherhood of Indians.



Horses, dogs, and now kangaroos. Stan almost brought this one home with him.



The tandem twins arriving at a recent anniversary get-together.



Calgary Stampeders turn a Share the Wealth broadcast into a riot of Western fun. They love Stan "out there"!



Cy and Stan with the Hargreaves quadruplets at a Share the Wealth benefit broadcast in Sault Ste. Marie.

## Hear SHARE THE WEALTH

each Saturday night Trans-Canada Network.

See your daily paper for time and station.

Colgate's 143rd Anniversary saw Stan and Cy swimming in the silly suits suited to the start of this century.

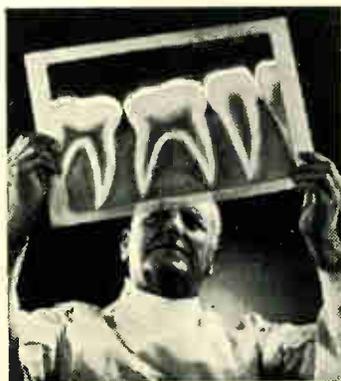


# Find the spelling mistake in this ad WIN BIG CASH PRIZES

## Now! Proof that **BRUSHING TEETH RIGHT AFTER EATING WITH COLGATE DENTAL CREAM HELPS PREVENT TOOTH DECAY**

See  
Contest  
Rules  
on  
Page 5

Be sure to address  
your Entry in this  
Contest to  
**COLGATE  
DENTAL  
CREAM  
SPELLING  
CONTEST  
TORONTO 8**



### Children love Colgate's flavor!

Don't wait another day to start your children on Colgate Dental Cream. Teach them the importance of always brushing their teeth with Colgate Dental Cream right after meals or snacks. They'll love Colgate's delicious minty-flavor, so it's easy to get them to use this safe, proved way to reduce tooth decay!

### CLEANS YOUR BREATH AS IT CLEANS YOUR TEETH!

Scientific tests prove that in 7 out of 10 cases, Colgate's instantly stops bad breath that originates in the mouth! Colgate's active penetrating foam gets into hidden crevices between teeth—helps clean out decaying food particles—stops stagnant saliva odors—removes the cause of much bad breath!



2 Years' research by  
**LEADING UNIVERSITIES**  
proves that test groups  
brushing teeth right after  
eating with Colgate Dental  
Cream showed amazing  
reductions in tooth decay!



**ALWAYZ USE  
COLGATE  
DENTAL CREAM**

*right after eating*

**TO HELP PREVENT  
TOOTH DECAY**

# Our Miss Brooks

"Readin', Ritin', Rithmetic and Romance" make it 4-"R's" when "Our Miss Brooks" is the teacher. Eve Arden as "Connie Brooks", the English teacher of mythical Madison High, in her campaign for the affections of Mr. Boynton, the bashful biology teacher, jumps from one hilarious misadventure to another.



"Our Miss Brooks" was an instant success from the start. After the program was on the air less than a year, Radio Mirror magazine listeners voted Eve Arden the outstanding comedienne of the air.

Hear  
"OUR MISS BROOKS"  
on the Dominion Network  
every Sunday night. See  
your daily paper for time  
and station.



When not involved at Madison High, Eve Arden spends her time shaping the lives of her lovable adopted daughters, Connie and Liza.

# Find the spelling mistake in this ad WIN BIG CASH PRIZES

Sing it!  
TUNE POP GOES THE WEASEL  
**FAB MAKES IT EASY!**

My Washing Comes Out White As New  
With **FAB** it's All So Easy  
No Scrub, No Soak, No Boil, No Bleach,  
**FAB MAKES IT EASY!**



**NO SOAKING WITH FAB**—No soaking saves work! Fab's Super-Wetting Action loosens dirt faster and cleans more thoroughly! Makes soaking unnecessary.

**NO BLEACHING WITH FAB**—No bleaching saves work! Fab contains a new ingredient that leaves your wash pure white without bleaching.

**NO SCUM WITH FAB**—No scum saves work! No soapy scum in washer or dishpan because Fab isn't a soap. So you needn't spend time rinsing scum from clothes and dishes.

**FAB** makes clothes White—dishes Sparkle!



Try Fab for your family wash. Fab makes clothes white—dishes sparkle—because it leaves no soap scum.

Try Fab for washing your dishes, too. See how they sparkle... how clean they are!



**FAB—SAVES TIME, WORK, HANDS, HOT WATER**



# FAB

**MAKES CLOTHES WHITE—DISHES SPARKLE!**

Do you use hard water or soft water? It doesn't matter. Don't worry about it. In *any* water, Fab cannot form soap scum or soap film in either your dishpan or wassing machine.

*See Contest Rules on Page 5*

BE SURE TO ADDRESS YOUR ENTRY IN THIS CONTEST TO

COLGATE  
WorldRadioHistory

FAB SPELLING CONTEST — TORONTO 8

# More Colgate ★ Radio Stars



Barry and Betty, popular singing team, broadcast over 43 stations from coast to coast (see your local paper).



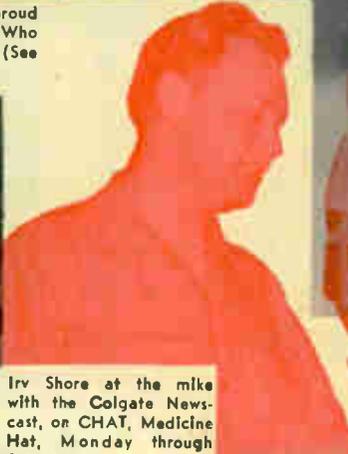
Tex Bloy, the 'singing cowboy' with a few proud winners, and Monte Hall (Inset) emcee of "Who Am I", heard in 23 centres across Canada. (See your local paper).



Peggy Brooks, The Singing Sweetheart from Australia, sings over a number of stations coast to coast. (See your local paper.)



Bob Giles makes like 'Fabulous Fab' on one of the Colgate Mailbag shows, broadcast over CHAB, Moose Jaw, Monday through Saturday.



Irv Shore at the mike with the Colgate Newscast, on CHAT, Medicine Hat, Monday through Saturday.



Joe Crysedale presents "Pick the Hits" for Cashmere Bouquet on CKEY, Toronto, Monday through Friday.



Wes McKnight, famous sports-caster, broadcasts over CFRB, Toronto, Monday through Friday.



"Presenting Abbie Lane" comes to Maritime listeners on CJCH, Halifax, Monday through Friday.



"Over the Back Fence" Wendy Warren chats with "the neighbors" on CKY, Winnipeg, Monday through Friday.



Loy Owen, The Hollywood Reporter, is heard over CFRB, Toronto, Monday through Friday.

**DICK LILICO SHOW**  
is broadcast over CHAB, Moose Jaw, Monday through Saturday.

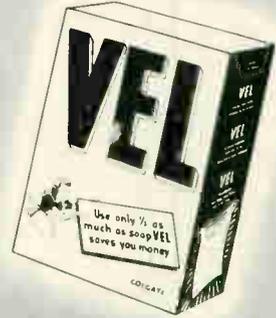
**HOLLIS McCURDY**  
emcees the News Quiz on CJAD, Montreal, Monday through Saturday.

# Find the spelling mistake in this ad

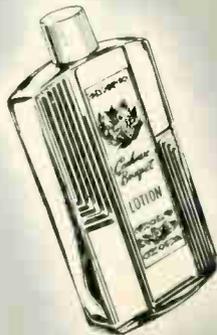
## WIN BIG CASH PRIZES



You'll love Cashmere Bouquet Beauty Soap . . . more fragrant . . . milder . . . to help keep your skin soft and flower-fresh. In two sizes . . . bath oval and popular size.



Today's best buy is Vel! Vel cuts your dish-washing time in half . . . saves you money, too — use only half as much Vel!



For soft, caressable hands, use Cashmere Bouquet Lotion. With the soothing effects of lanolin and glycerine it helps protect natural skin oils.



Veto, Colgate's new deodorant, rubs in easily, quickly, gives you double protection . . . checks perspiration, stops offending odor . . . instantly, safely!



Super Suds . . . supercharged to give you the **WORLD'S WHITEST WASH!** The soap that's dynamite to dirt . . . washing power that fairly blasts dirt out . . . safely, too!



Tonight, be his Lustre-Creme girl! Lustre-Creme Shampoo, with lanolin, leaves your hair fragrantly clean, glistening with sheen, soft and easy to manage!

See  
Contest  
Rules  
on  
Page 5

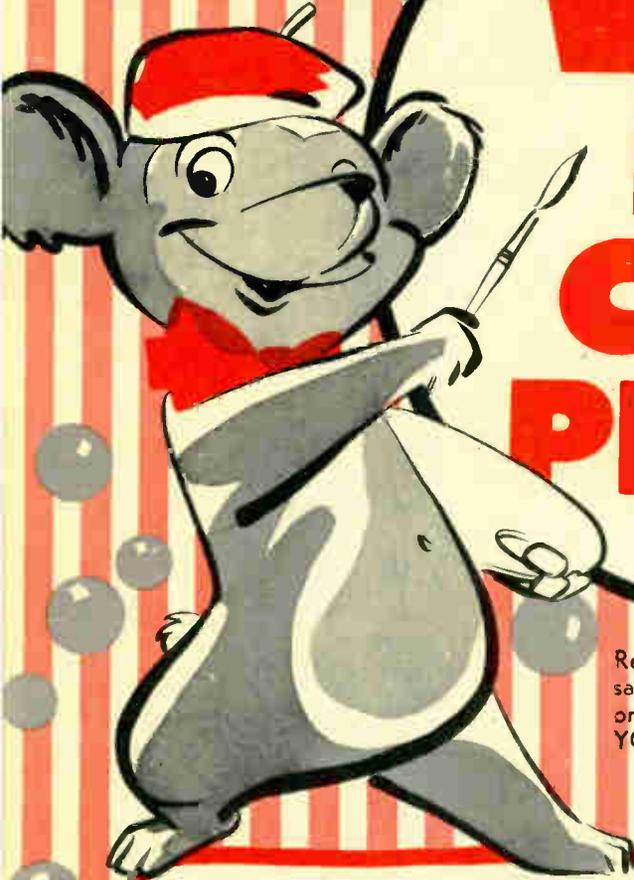
Be sure to address  
your Entry in this  
Contest to

COLGATE  
CASHMERE  
BOUQUET  
SPELLING  
CONTEST  
TORONTO 8

COLOR THE PICTURE  
ON THE OTHER  
SIDE

ENTRY FORM  
FOR CONTEST NO. 6

# WIN BIG CASH PRIZES



Remember — a wrapper, boxtop or sales receipt from any product shown on the reverse side **DOUBLES WHAT YOU WIN!**

Color and send this page to:

**COLGATE**  
**SUPER SUDS COLORING CONTEST**  
TORONTO 8



**DOUBLE WHAT YOU WIN BY ENCLOSING A BOXTOP!**

Your name .....

Address .....

Province .....

Age .....

Name of your dealer .....

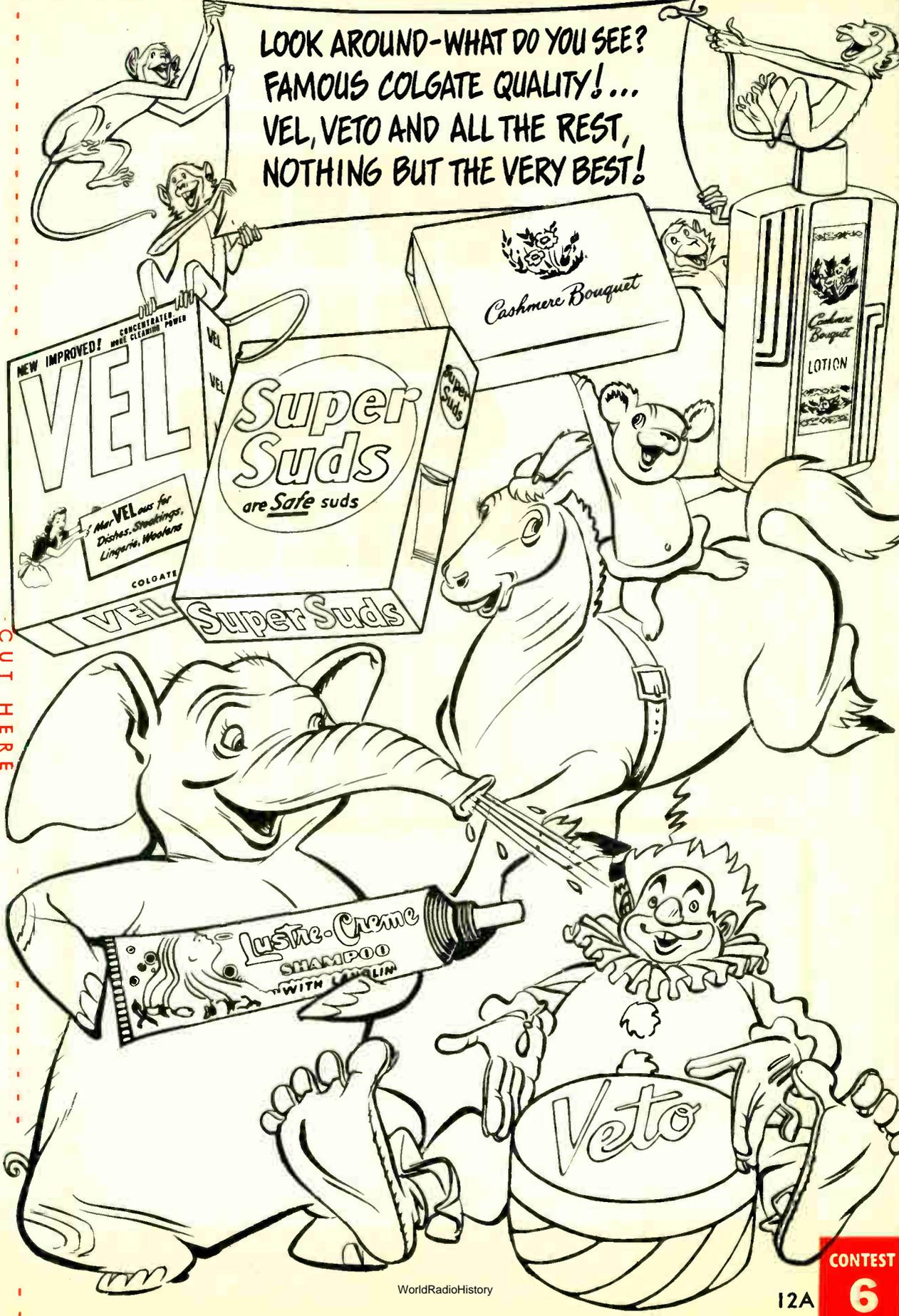
His address .....

**BE SURE TO SEND THIS PAGE ADDRESSED TO**  
**COLGATE**  
**SUPER SUDS COLORING CONTEST — TORONTO 8**



## \$1200.00 CASH PRIZES

LOOK AROUND-WHAT DO YOU SEE?  
FAMOUS COLGATE QUALITY!...  
VEL, VETO AND ALL THE REST,  
NOTHING BUT THE VERY BEST!

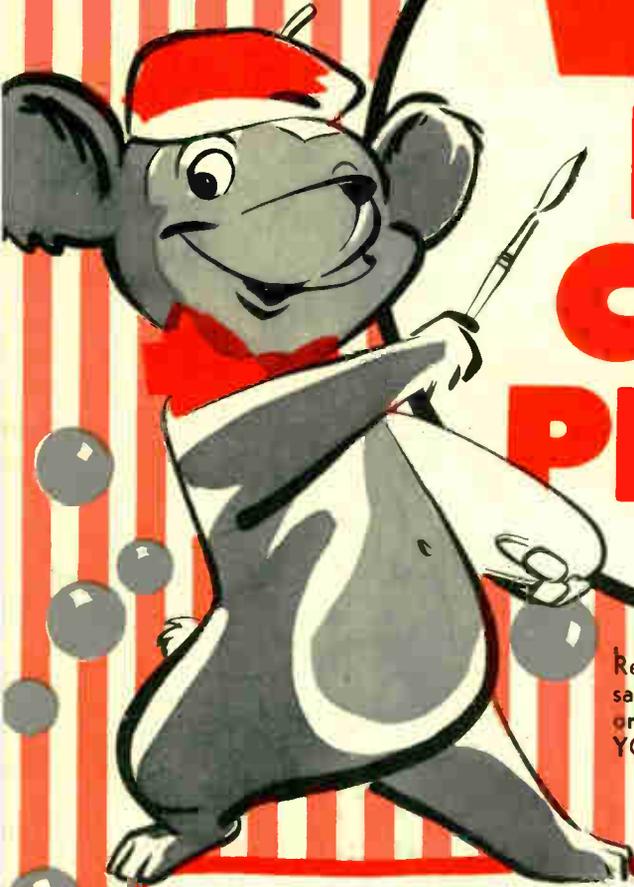


CUT HERE

COLOR THE PICTURE  
ON THE OTHER  
SIDE

ENTRY FORM  
FOR CONTEST NO. 5

**WIN  
BIG  
CASH  
PRIZES**



Remember — a wrapper, boxtop or sales receipt from any product shown on the reverse side **DOUBLES WHAT YOU WIN!**

Color and send this page to:  
**COLGATE DENTAL CREAM  
COLORING CONTEST  
TORONTO 8**



**DOUBLE WHAT YOU WIN BY ENCLOSING A BOXTOP!**

Your name .....

Address .....

Province .....

Age .....

Name of your dealer .....

His address .....

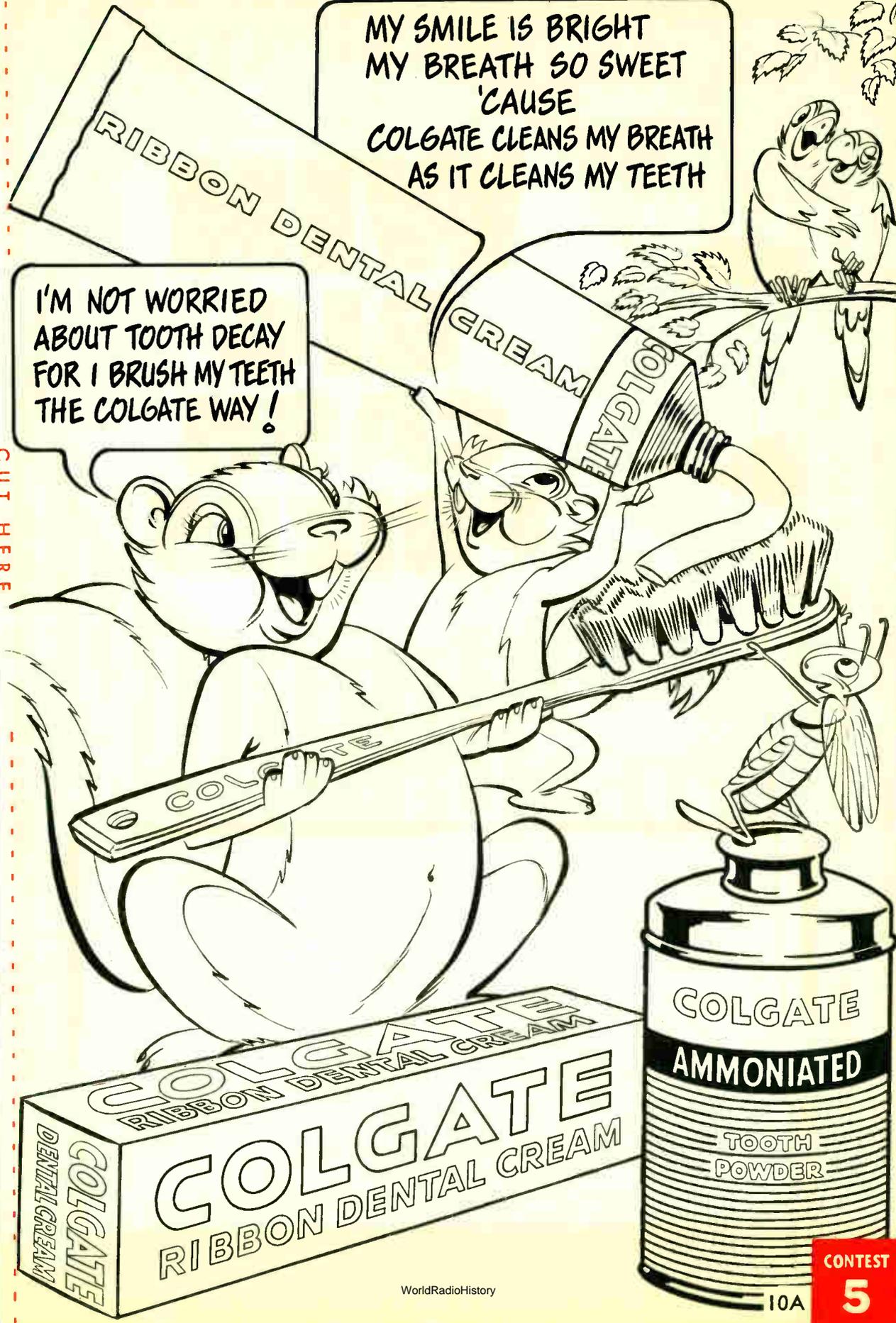
**BE SURE TO SEND THIS PAGE ADDRESSED TO  
COLGATE  
DENTAL CREAM COLORING CONTEST — TORONTO 8**

**\$1200.00 CASH PRIZES**



MY SMILE IS BRIGHT  
MY BREATH SO SWEET  
'CAUSE  
COLGATE CLEANS MY BREATH  
AS IT CLEANS MY TEETH

I'M NOT WORRIED  
ABOUT TOOTH DECAY  
FOR I BRUSH MY TEETH  
THE COLGATE WAY!

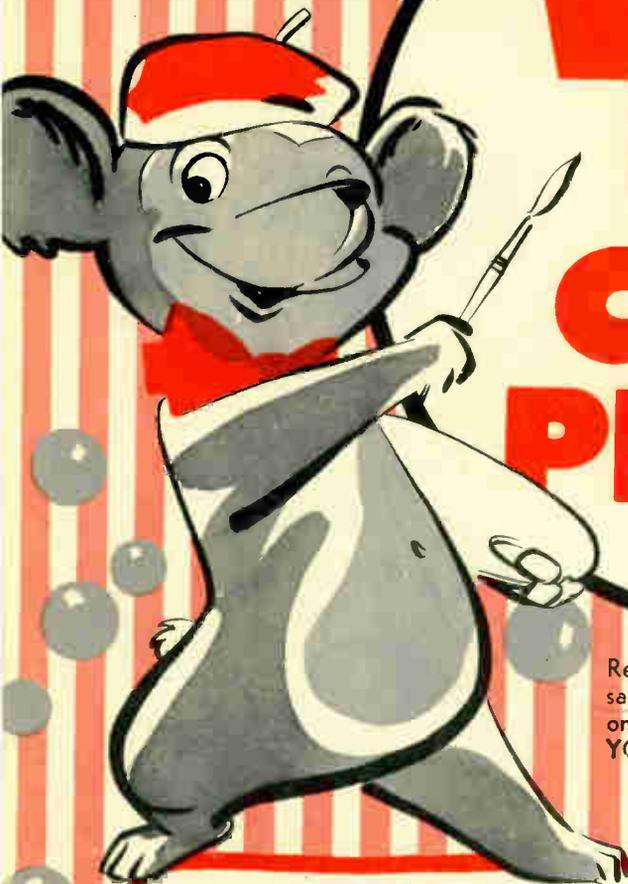


CUT HERE

COLOR THE PICTURE  
ON THE OTHER  
SIDE

ENTRY FORM  
FOR CONTEST NO. 4

**WIN  
BIG  
CASH  
PRIZES**



Remember — a wrapper, boxtop or sales receipt from any product shown on the reverse side **DOUBLES WHAT YOU WIN!**

Color and send this page to  
**COLGATE  
FAB COLORING CONTEST  
TORONTO 8**



**DOUBLE WHAT YOU WIN BY ENCLOSING A BOXTOP!**

Your name .....

Address .....

Province .....

Age .....

Name of your dealer .....

His address .....

BE SURE TO SEND THIS PAGE ADDRESSED TO  
**COLGATE  
FAB COLORING CONTEST — TORONTO 8**



**\$1200.00 CASH PRIZES**

MY WASHING COMES OUT WHITE AS NEW  
WITH FAB IT'S ALL SO EASY  
NO SCRUB, NO SOAK, NO BOIL, NO BLEACH,  
FAB MAKES IT EASY

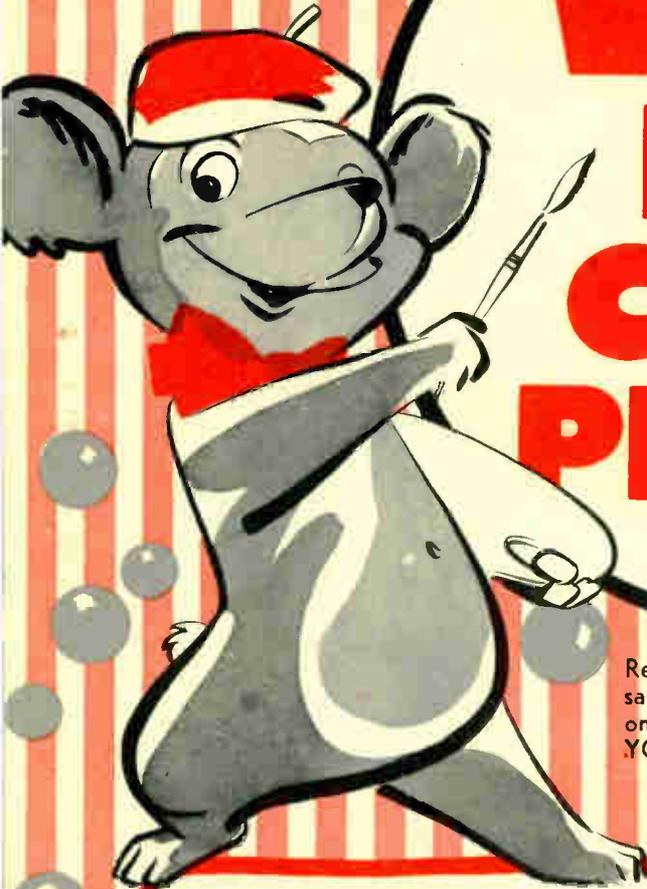


CUT HERE

COLOR THE PICTURE  
ON THE OTHER  
SIDE

ENTRY FORM  
FOR CONTEST NO. 3

**WIN  
BIG  
CASH  
PRIZES**



Remember — a wrapper, boxtop or sales receipt from any product shown on the reverse side **DOUBLES WHAT YOU WIN!**

Color and send this page to:  
**COLGATE PALMOLIVE SOAP  
COLORING CONTEST  
TORONTO 8**



**DOUBLE WHAT YOU WIN BY ENCLOSING A BOXTOP!**

Your name .....

Address .....

Province .....

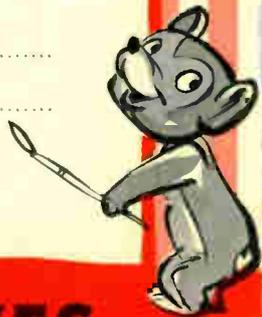
Age .....

Name of your dealer .....

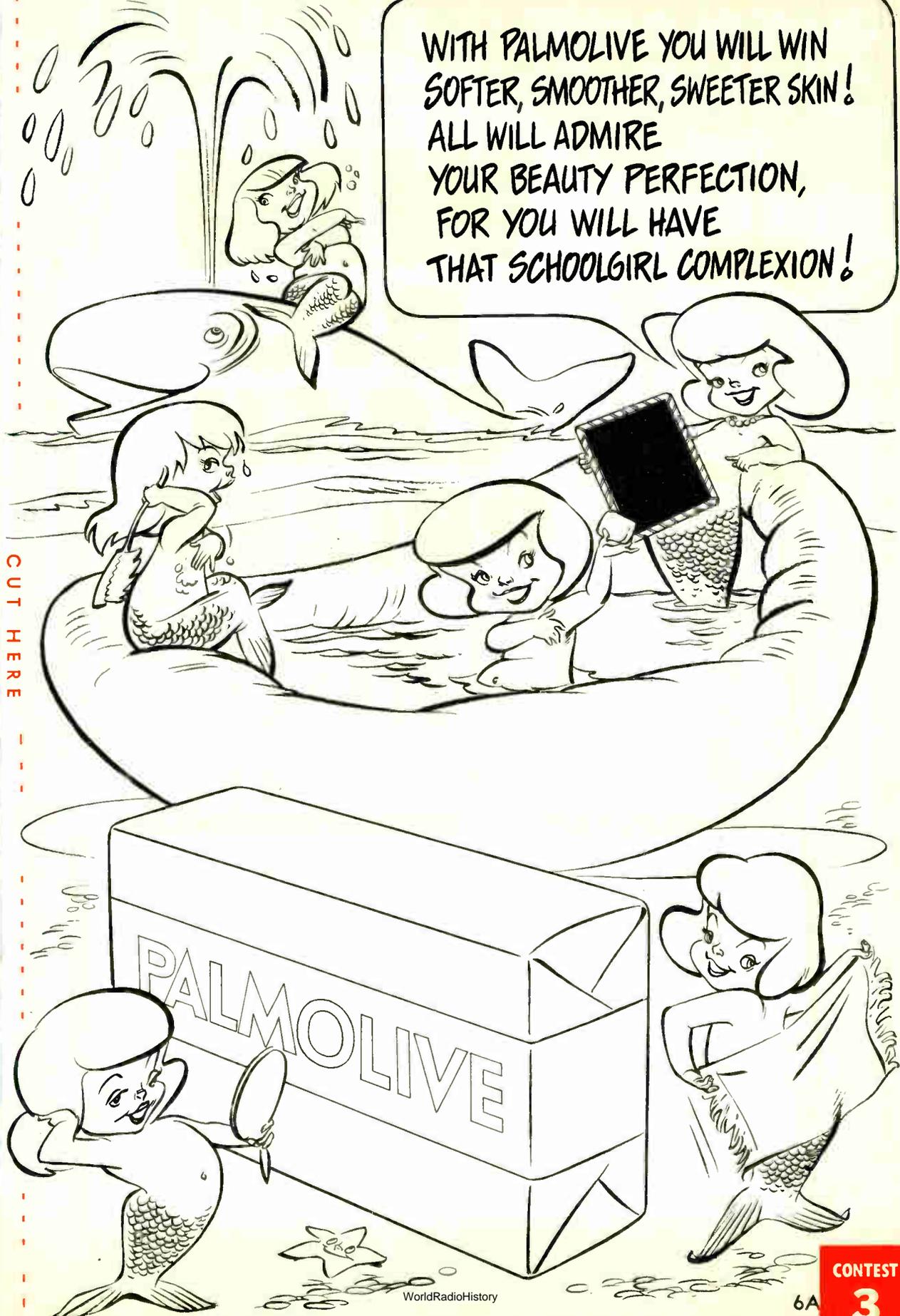
His address .....

BE SURE TO SEND THIS PAGE ADDRESSED TO  
**COLGATE  
PALMOLIVE SOAP COLORING CONTEST — TORONTO 8**

**\$1200.00 CASH PRIZES**



WITH PALMOLIVE YOU WILL WIN  
SOFTER, SMOOTHER, SWEETER SKIN!  
ALL WILL ADMIRE  
YOUR BEAUTY PERFECTION,  
FOR YOU WILL HAVE  
THAT SCHOOLGIRL COMPLEXION!

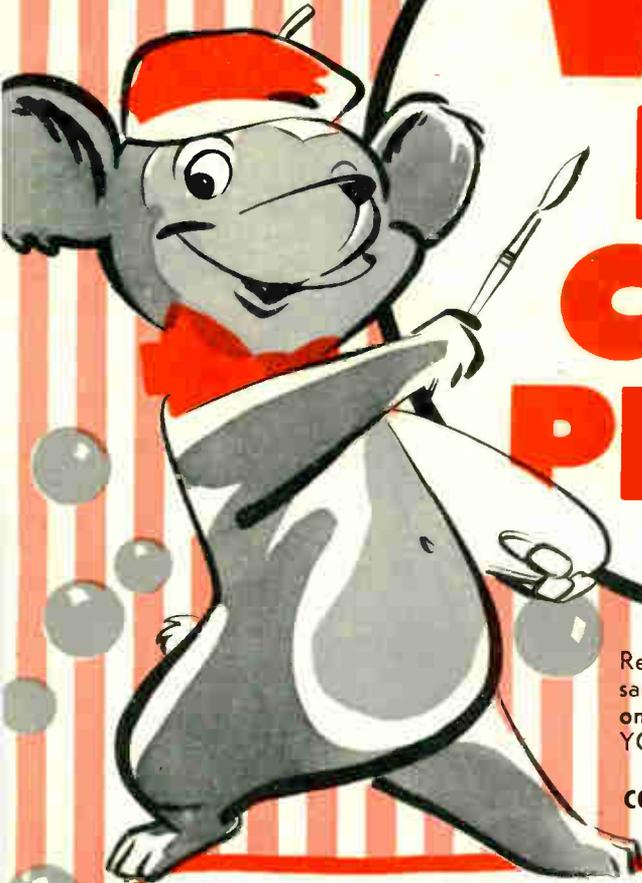


CUT HERE

COLOR THE PICTURE  
ON THE OTHER  
SIDE

ENTRY FORM  
FOR CONTEST NO. 2

# WIN BIG CASH PRIZES



Remember — a wrapper, boxtop or sales receipt from any product shown on the reverse side **DOUBLES WHAT YOU WIN!**

Color and send this page to:  
**COLGATE PALMOLIVE SHAVE CREAM  
COLORING CONTEST  
TORONTO 8**



**DOUBLE WHAT YOU WIN BY ENCLOSING A BOXTOP!**

Your name .....

Address .....

Province .....

Age .....

Name of your dealer .....

His address .....

BE SURE TO SEND THIS PAGE ADDRESSED TO  
**COLGATE  
PALMOLIVE SHAVING CREAM COLORING CONTEST — TORONTO 8**

## \$1200.00 CASH PRIZES



"SHAVING'S EASY," SAYS MY DAD,  
SO WHEN I'M A MAN AND NOT A LAD,  
I'LL USE PALMOLIVE TOO, YOU SEE  
AND BE SUCCESSFUL, JUST LIKE HE

PALMOLIVE  
BRUSHLESS SHAVING

PALMOLIVE  
LATHER SHAVING

PALMOLIVE  
BRUSHLESS

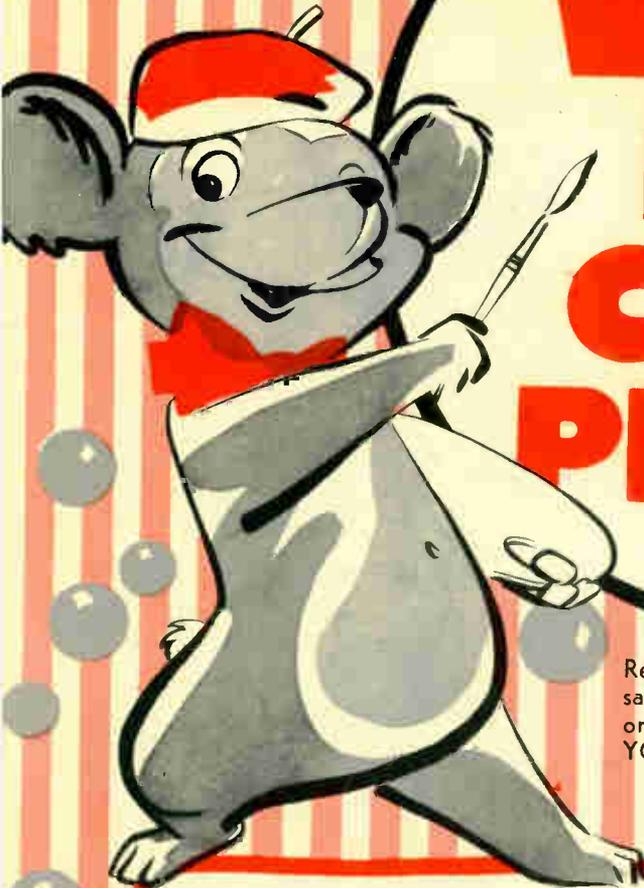


CUT HERE

COLOR THE PICTURE  
ON THE OTHER  
SIDE

ENTRY FORM  
FOR CONTEST NO. 1

**WIN  
BIG  
CASH  
PRIZES**



Remember — a wrapper, boxtop or sales receipt from any product shown on the reverse side **DOUBLES WHAT YOU WIN!**

Color and send this page to:  
**COLGATE  
HALO COLORING CONTEST  
TORONTO 8**



**DOUBLE WHAT YOU WIN BY ENCLOSING A BOXTOP!**

Your name .....

Address .....

Province .....

Age .....

Name of your dealer .....

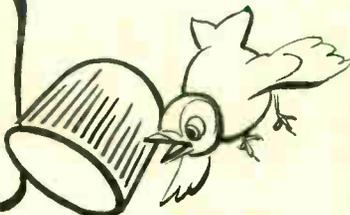
His address .....

BE SURE TO SEND THIS PAGE ADDRESSED TO  
**COLGATE  
HALO COLORING CONTEST — TORONTO 8**



**\$1200.00 CASH PRIZES**

WASH YOUR HAIR THE HALO WAY!  
MAKE IT SPARKLE ... START TODAY!  
HAVE HAIR SO CLEAN ... LOVELY TOO,  
WITH HALO...HALO SHAMPOO!



COLGATE  
**HALO**  
SHAMPOO

**HALO**

CREAM SHAMPOO

CUT HERE

# Hey Kids!



# WIN \$1200.00 CASH

## 78 CHANCES TO WIN!

Just color each of the following pages with crayons or watercolors and send them to **THE ADDRESS SHOWN ON THE BACK OF EACH COLORING PAGE.**

The best-colored page on each product wins \$25.00 DOUBLED TO \$50.00 CASH if your entry is accompanied by a boxtop or wrapper from Colgate Dental Cream, Fab, Halo Shampoo, Palmolive Shave Cream or Palmolive Soap. Second prize — \$15.00 DOUBLED TO \$30.00 for a boxtop or wrapper. Third prize — \$10.00 DOUBLED TO \$20.00 for a boxtop or wrapper. In addition, there are 10 prizes to the next best 10 entries of \$5.00 each DOUBLED TO \$10.00 for a boxtop or wrapper. Remember a boxtop or wrapper from Colgate Dental Cream, Fab, Halo Shampoo, Palmolive Shave Cream or Palmolive Soap DOUBLES your prize!

**Win in Each Contest! Color each page and send it in. To help you win, be sure to get yourself a package of each product shown so that you will know the right colors to use for each package.**

Remember the more pages you send the greater your chances of winning one or more of these big cash prizes! You can win in each of the 6 contests!

Contest open to Canadian children up to 16 years of age except those of employees or agents of Colgate-Palmolive. All entries must be postmarked not later than December 31, 1950. No entry will be returned and all entries submitted become the property of Colgate-Palmolive. Each entry must have sufficient postage, otherwise it will be disqualified. The decision of the judges will be final. All prize winners will be notified by mail. Winners' names will be supplied upon request.

6 Prizes of

\$50<sup>00</sup>

Each

6 Prizes of

\$30<sup>00</sup>

Each

6 Prizes of

\$20<sup>00</sup>

Each

60 Prizes of

\$10<sup>00</sup>

Each

**YOUR DEALER MAY WIN A PRIZE TOO!**

so be sure to show his name and address on the back of each colored page you send in.



Hey Kids!

WIN  
\$ 1200.00

CASH  
IN THIS EASY  
COLORING CONTEST

78 CHANCES  
FOR YOU TO WIN!