

# America's Greatest Soap Sale

Introduction Sale  
Regular Price 25 Cents  
Special Price  
For 30 Days **5c**

Razor Sharpening Shaving  
Medicated Cuticle  
Odorless Tar Shampoo  
Hand, Tooth,  
Metal Polish,  
Window Cleaner  
IN ONE

# ROYAL SOAP

Introduction Sale  
Regular Price 25 Cents  
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## America's Greatest Window Display The National Capitol in Soap

This Display Is Worth Coming Many  
Miles to See

Just Think of Building a Large  
Building Out of Soap

There is now on exhibition in one of our large windows a display of great interest from an artistic and architectural standpoint a fac-simile representation of our NATIONAL CAPITOL BUILDING, Washington, D. C., constructed of the famous

### Fine Soaps Cheaply Priced

We have been appointed sole distributing agents for Birmingham, by the Royal Soap Company, Cincinnati, Ohio, for the sale of its Toilet Soaps. These Soaps have been sold under special brands at 25 cents a cake, but in order to introduce them the manufacturer has authorized us to sell them at the ridiculous price, he standing the loss. Positively 25c quality cake for

# ROYAL SOAPS

### Concerning This Premium Giving

This is not a lottery or game of chance, in any respect, but a straightforward advertising business proposition. We want you to become better acquainted with this fast-growing store—its liberal policy to customers—its big value-giving power, and the most dependable stock of Drugs and Groceries hereabouts, at the lowest prices possible.

And Shows the Front Elevation and the Arch of Triumph and Ornamental Columns of Liberty

### ON THE INSIDE OF OUR STORE

There will also be on exhibit a reproduction of the famous Mary Washington Monument, made of Soap. This monument being erected by the women of America to the memory of the mother of our first President, and is the only monument in the world erected by women to a woman.

### JUST A WORD ABOUT THE SOAPS

To begin with, we quickly recognized the great future in store for these wonderful Soaps, were quickly convinced of their great superiority over other Soaps at fancy prices, and when offered the sole agency for this territory, with an introductory price on the Soaps for the next six months, we were keen to accept the proposition, and bought a large quantity. More than 9,000,000 families throughout the United States are today using these delightful Soaps, paying 25c per cake for all they use, but owing to lending our name to their introduction, and standing back of them with our personal guarantee, in addition to buying such a large quantity at one purchase, we obtained them at a price which enables us to sell them at 5c per cake. The manufacturer of these Soaps, THE ROYAL SOAP CO., of Cincinnati, Ohio, stands the loss, not us. We are willing that you should participate in this stroke of good luck. Don't fail to take advantage of it. We count it among our many triumphs to have won the right to introduce Toilet Soaps that will be, within six months, the best-known and largest-selling Soaps known to the trade. It is a marvelous triumph within itself. Here are Soaps that we shall sell (as an introductory price) at 5c per cake, which we tell you honestly and earnestly are better and finer Soaps than are usually sold for 25c. No animal fat is used at all, and there is no free caustic present. They can be used on an hour-old baby with perfect safety. They are the cleanest, smoothest, purest, and most soothing soaps you have ever used.

### DESCRIPTION OF THE SOAPS

**ROYAL RAZOR SHARPENING SOAP**  
Replaces all Shaving Soaps. Sharpens while shaving. Does away with all razor hones, pastes, stones, and other sharpening devices. Shaving a pleasure, and over in five minutes, and does away with the barber. No more swearing at dull razors. To secure best results, occasionally hone on the smooth side of the strop or palm of hand. If razor is dull, then rub lather on rough side of your strop and hone; then finish on smooth side. Does not injure the face and beard, and improves the complexion. Works equally as well with ordinary as safety razors. Thousands of testimonials. Scientific and practical.

**Royal Medicated Cuticle Soap**  
This Soap, under proprietary titles, has been sold everywhere at 25c a cake. More people use this Soap than all others, on account of containing more medication, more neutral, and all in all the best medicated Soap on the market. Guaranteed, if used regularly, to improve the complexion, and greatly assists in removing all facial or skin blemishes. Once used always used. To insure its purity, genuineness and medication, it is **GUARANTEED UNDER THE Pure Food and Drug Act** and is so stamped on each and every cake.

**Royal Odorless Tar Shampoo**  
What every one has long looked for—a Tar Soap with all the beneficial qualities of TAR without the ODOR. Also a SHAMPOO Soap that removes the dandruff, leaves the scalp in a nice, healthy condition, promotes the growth of hair, leaving it soft and silk-like, and we claim its equal is not made. You will be agreeably surprised at its abundant pure white lather, and how readily it lathers in hard water. It kills all germs and odors, and removes the odor of perspiration, and is especially beneficial in the bathing of the feet.

**Royal<sup>4</sup> HAND TOOTH Metal Polish Window Cleaner Soap**  
As a HAND SOAP it excels all others in removing dirt, paints, stains and discolorations quickly, leaving the hands smooth, nice and clean. Mechanics, miners, and all laboring men prefer it to any other Hand Soap, and for bathing purposes its quick cleaning qualities are appreciated, and on account of its mild friction gives a healthy glow and feel to the skin. As a TOOTH SOAP it imparts a high polish to the teeth without injuring the enamel, improves the health of the gums, removes quickly the tartar and discolorations, and is the most economical and satisfactory dentifrice made. As a METAL POLISHER it is guaranteed NOT TO SCRATCH. Unsurpassed for cleaning and polishing all metals—Gold and Silverware, Tinware, Bath Tubs, Mosaks, Tiling, Brass, Copperware, etc. Applied by rubbing on the lather and rubbing DRY with soft cloth or chamois. As a WINDOW CLEANER it is a wonder. Cleans quickly and gives a high polish. Applied by rubbing on the lather, leave dry, and then wipe clean with soft cloth or chamois.

**We Will Positively Refund Amount of Purchase Price to Any Person Who Has Bought These Soaps, and After Trying Them Does Not Think Them Equal to Any 25c Soap, or in Any Way Not Pleased With Their Purchase**

**Introduction Sale, Regular Price 25c a Cake—Special Price 30 Days 5c Cake, 60c Dozen**

**To Stimulate Rapid Buying of Merchandise for the Next 30 Days and to Induce Every Person in Birmingham to Become a Customer for These Soaps**

We are giving away ABSOLUTELY FREE \$55.00 worth of merchandise to the 85 persons who will estimate nearest to the number of cakes of Soap used in the construction of the Capitol Building as shown in our show window. This is not a lottery, but purely a test of skill in counting, as every cake is in plain sight. The contest is open to every one, excepting to employees of this store. Men, women and children have the same chance. This contest closes SATURDAY, DECEMBER 10, 1910. The envelope containing the correct number will be placed in the

hands of Minnie T. Jarvis, Cashier of First National Bank, in a sealed envelope, having been sealed by the decorator of the window, and absolutely no one knows the number, not even the proprietor of the store. The envelope will be opened at our store SATURDAY, DECEMBER 10, 1910, and prizes awarded. The prizes will be awarded to the first 85 persons who have estimated the nearest to the number of cakes of Soap used in the construction of the Capitol Building as shown in our window. We are offering \$55.00 in merchandise. Come and learn about the contest. Prizes will be divided equally in case of a tie.

### IMPORTANT

To increase merchandise sales all persons who have bought Soap during this sale will receive FREE estimates as follows:  
With every 5c merchandise purchase you get..... 1 estimate  
With every 10c merchandise purchase you get..... 2 estimates  
With every 25c merchandise purchase you get..... 5 estimates  
With every 50c merchandise purchase you get..... 10 estimates  
With every \$1.00 merchandise purchase you get..... 20 estimates  
With every \$2.50 merchandise purchase you get..... 50 estimates  
With every \$5.00 merchandise purchase you get..... 100 estimates  
With every \$10 merchandise purchase you get..... 200 estimates  
With every \$15 merchandise purchase will get..... 300 estimates  
With every \$20 merchandise purchase you get..... 400 estimates  
With every \$25 merchandise purchase you get..... 500 estimates  
With every \$50 merchandise purchase you get..... 1,000 estimates

### HERE ARE THE OFFERINGS

1st nearest estimate.....	Premo Camera—post-card size, \$10.00
2d nearest estimate.....	Parker Fountain Pen, 14k, 5.00
3d nearest estimate.....	Barrel Snow Ball Flour, 4.75
4th nearest estimate.....	Toilet Set, 4.00
5th nearest estimate.....	Half-pound bottle Perfume, 3.50
6th nearest estimate.....	Shumate Razor, 3.00
7th nearest estimate.....	Walpole H.-W. Bottle, guaranteed 2 years, 2.50
8th nearest estimate.....	Box Cigars—50, 2.00
9th nearest estimate.....	3 lbs. Best Coffee, 1.00
10th nearest estimate.....	1 lb. Best Japan Tea, .50
Next 75—25 Shain's White Pine Cough Syrup.....	each .25
25 Shain's Little Liver Pills.....	each .25
25 Shain's Chap Cream.....	each .25

### HOW TO GET THE PRIZES

With 1 cake of Soap you get..... 1 estimate  
With 5 cakes of Soap you get..... 5 estimates  
With 10 cakes of Soap you get..... 10 estimates  
With 20 cakes of Soap you get..... 20 estimates  
With 25 cakes of Soap you get..... 25 estimates  
With 40 cakes of Soap you get..... 40 estimates  
With 50 cakes of Soap you get..... 50 estimates  
With 72 cakes of Soap you get..... 100 estimates  
With 144 cakes of Soap you get..... 400 estimates  
Now is the time to get your Soap. You get five times the value of your purchase—and one of the prizes if you estimate the number of cakes of Soap in the window. This is not a lottery or game of chance in any respect, but a straightforward advertising business proposition.

This Great Sale Begins Saturday, Nov. 12

Closes Saturday, Dec. 10

# C. J. SHAIN'S STORE

BIRMINGHAM'S SHOPPING CENTER