

Is "little-bit" helping you to save?

IN losses as well as savings, "Every-little-bit" counts! Little bits *lost* at home discourage men who earn.

Little bits *saved* help to furnish a home; make a man cheerful and confident; make a wife feel she *counts*.

Save through your cleaner! It costs little but you use such lots! And, if each time you use it, you shake on more than you want, or spill some down the hungry old sink, mightn't you just as well fling money down it too?

Get a cleaner that won't waste or shake—a cleaner which doesn't spill and can't put an atom where it doesn't change into shine. Get Sapolio—solid, suds-y, wasteless, easy-working Sapolio! *That* won't choke the waste pipe with particles or get into careless, wasteful ways.

Watch how Sapolio lasts. See how slowly it wears compared with the kind of cleaners whose application you cannot regulate. See what whole tablefuls of kitchen things it will put the twinkle into—knives and forks, kettles and spoons, aluminum and enamel-ware and lots of things beside.

And see! Your cake of Sapolio doesn't seem to have decreased in size for all the work it has done at cleaning and shining and brightening your kitchen—*your* Spotless Town.

Yes, you'll make home *happy* home—as millions of women have done—with the economies you start by Sapolio savings!



SAPOLIO

