

A SONG OF KING COLE



OLD KING COLE AND HIS FIDDLERS THREE!

TO THE PUBLIC:

IN calling your attention to our KING COLE'S WHITE TAR SOAP, we believe you are interested from the beginning, as the name KING COLE'S WHITE TAR tells you it is a novelty entirely new, and never before in the history of soap making has its equal been offered to the public.

This soap is a scientific preparation, a product of TIME, STUDY and MONEY, and you have the best that these three agents can produce when you hold a cake of this perfect soap in your hands.

KING COLE'S WHITE TAR SOAP is unequalled because of its antiseptic, deodorizing and healing properties. It costs less and gives better results than any expensive black tar soap; it does not irritate the skin; it will remove dandruff which causes bald heads; it is mild and absolutely pure and a positive cure for Eczema.

MECHANICS will find that KING COLE'S WHITE TAR SOAP will remove *grease, paint, printer's ink*, etc. from the hands and clothing. The objectionable features found in all black tar soaps are eliminated from KING COLE'S, yet retaining all the good qualities.

BELL & BOGART SOAP CO.,
New York, N. Y., U. S. A.

*** *A Song of* ***

KING COLE.



Old King Cole

Was a merry old soul

A merry old soul was he.

He called for his pipe

And he called for his bowl

And he called for his fiddlers three.

KING COLE'S WHITE TAR SOAP

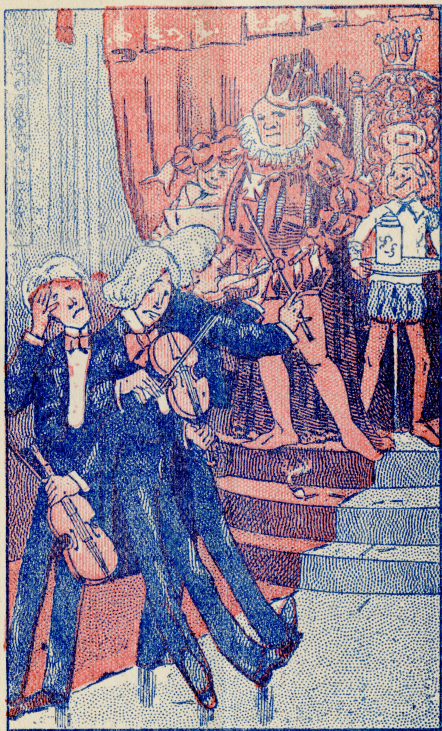
Will Not Soil the Wash-Stand or Soap-Dish.

Now these fiddlers three
Had been out on a spree,
And could not play a note.
So the King in his wrath
Said give them a bath
With King Cole's White Tar Soap.

So after this treat
They took their seat
And the King to them did quote:
"Now get thee hence
And at my expense
Use King Cole's White Tar Soap."

KING COLE'S WHITE TAR SOAP

Destroys the Odor of Perspiration.



FIDDLERS THREE BEEN ON A SPREE.

Now old King Cole
That merry old soul
Had ideas of great scope.
He said with a laugh :
“ I must take a bath
With King Cole's White Tar Soap.”

This King had a son—
A very wise one—
An adept in horoscopes.
Your crown you will lose
If your people don't use
Our King Cole's White Tar Soap.

KING COLE'S WHITE TAR SOAP

Is Very Mild and Antiseptic.



KING COLE TAKING A BATH.

Now merry King Cole
Of the pipe and the bowl
An edict forthwith wrote :
“I command you all
Both great and small
Use King Cole's White Tar Soap.”

So this wise son—
When this was done
Was filled with joy and hope.
At the top of the crown
That spot of renown
He placed King Cole's White Tar Soap

KING COLE'S WHITE TAR SOAP

Prevents Contagion and Blood Poisoning.

The Modern DISINFECTANT.



POSTING KING COLE'S EDICT

And the fiddlers three
Being over their spree
Could only play one note.
Which strange to say
Was the letter "K"
In King Cole's White Tar Soap.



TOO GOOD TO FLOAT—
NOT AIR BUT SOAP.

KING COLE'S WHITE TAR SOAP

is
**CHEAPER,
BETTER,
CLEANER**
than any black
tar soap made.

Contains no Animal Fats. Absolutely pure; made from White Pine Tar, Vegetable and Mineral Oils.

For the Hair and Scalp. KING COLE'S WHITE TAR SOAP is the only soap made that will not leave the odor of tar on the hair, scalp or skin after using—it is a valuable tonic, it purifies, it frees the pores from the day's dirt, decayed tissues and their impurities, leaving the scalp and hair glowing with a health which is so essential to the growth of the hair. Try it for a shampoo.

The Bath. For the bath you will say "I have never used it's equal," as the vaseline and glycerine this soap contains softens the skin. When the water is drawn off it leaves no scum on the sides of the bath tub.

For Babies' Bath. No mother who has ever used KING COLE'S WHITE TAR SOAP for her babies would willingly do without it.

Typewriters and Clerks find a comfort in using KING COLE'S WHITE TAR SOAP to remove ink and stains.

Lathers freely in *hot, cold, hard or sea-water.*

5 CENTS PER CAKE AT ALL DEALERS.

MANUFACTURED BY

BELL & BOGART SOAP CO., NEW YORK, N. Y., U. S. A.

TRADE
MARK



KING

**WHITE TAR
SOAP**