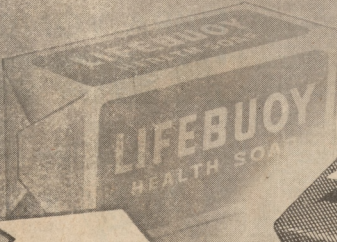


Good news for ALL AFRICANS!!

# Lifebuoy

the Prize-giving soap is now

*better than ever!*



This is LIFEBOUY in its old wrapper!



This is NEW LIFEBOUY in a new bright red wrapper!

Use **NEW LIFEBOUY** for—

- ★ **YOUR BATH**—because new Lifebuoy's richer lather will make you feel fresh and healthy.
- ★ **YOUR FACE**—because new Lifebuoy is a real toilet soap that keeps your skin smooth and soft.
- ★ **YOUR HANDS**—because new Lifebuoy's extra lather removes dirt and kills dangerous germs quickly.



Watch for details of the 5th Great All-African LIFEBOUY COMPETITION! There are wonderful prizes to be won.

Buy new Lifebuoy— the BIG RED SOAP that keeps you healthy!

AFRICAN Eagle 24/8/54

A LEVER PRODUCT

BRIGHTEST WHITEST -



CLEANEST OF THEM ALL

Do all your washing with Lux soap flakes to make it clean, fresh and sweet-smelling. A little Lux makes a lot of soapy lather, and the lather gets all the dirt out of your clothes quickly and easily. Lux flakes are made from the purest soap you can buy. That's why they are so soft and gentle, and why the clothes you wash in Lux last so much longer.



GENTLE LUX MAKES CLOTHES LAST LONGER!

LX-4-83R

AFRICAN Eagle 24/8/54



## WHITER CLEANER Laundry!



Gillett's JAVEL is a wonder bleach—a few drops in the water when you wash cottons, linens, nappies and sheets, gives them a dazzling whiteness, leaves them softer-than-ever to the touch. And JAVEL really *cleans* them, too: its powerful disinfectant properties get to work, kill off the germs left by ordinary washing and make your laundry hygienically spotless.

- NEW MEASURE CAP
- NON-SLIP GRIP BOTTLE

Gillett's Javel in its NEW bottle is more economical than ever before: the grey yellow cap measures out exactly one tablespoonful —no more, no waste!

Gillett's **JAVEL**  
The Bottle that fits your Hand!

RM 3218

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DRUM: AUGUST 1954, West African OCTOBER

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# I spied on my neighbour!

We moved into one of the new houses, and I was so proud of our home. I wanted to be the best housekeeper in the whole township.



But on the first Monday I watched my neighbour. She was putting her washing on the line. It was so white and clean I was ashamed of my wash and would not hang it up.



I sat in my kitchen and cried. Then my neighbour came in and I had to tell her what was wrong. "Cheer up!" she laughed. "All your wash needs is Sunlight Soap!"



She brought me a packet of Sunlight Soap and I was amazed at the way just a touch of Sunlight made masses of lovely soap-suds. "Sunlight gives clothes," she said "because you need not rub hard."



Now she and I talk to each other as we hang up our washing. And because I use Sunlight Soap too, my wash is just as white and clean and sweet-smelling as my neighbour's.

## NEW faster lathering SUNLIGHT SOAP



Make sure you get the wrapped tablet — 6d

Best for ALL WASHING



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