

**LIFEBUOY** is a wonderful soap!

No wonder Lifebuoy Health Soap is the favourite buy with all Africans. No other soap gets you so clean—keeps you so fresh. The rich lather of Lifebuoy washes away harmful germs, protects your skin and helps to keep you healthy. A tablet lasts a long time. If you haven't tried Lifebuoy yet—do so now. Like thousands of others you'll say "There's no soap like Lifebuoy."

**LIFEBUOY**  
the **BIG RED SOAP** that keeps you healthy!

*You can TRUST LIFEBUOY*

L678-2FP A LEVER PRODUCT



"I use **LUX Toilet Soap**"  
says film star **PATRICIA ROC**

Beautiful women in this country and in countries all over the world use Lux Toilet Soap to keep their skin smooth and soft and looking young. They have been using it for many years, because they know that it is the best soap they can buy.

Your skin soft and smooth because when you wash with it, it does not take away the natural oil from your skin.

It has a lovely smell, too, which will keep you refreshed.

Use Lux Toilet Soap every day. Ask for it in your store, and make sure it is **LUX TOILET SOAP** in the pretty pink wrapper.



**LUX TOILET SOAP**  
used by beautiful women all over the world

LT5-4-102-NEA Recorder 26/7/54

**3 essential steps**  
TO WHITER WASHING

Washing tests have proved that to get your linen snowy-white, you must follow these three washday steps:

- WASH** —to loosen the dirt
- RINSE** —to remove the dirt
- BLUE** —the last rinse with Reckitt's Blue stops washing from turning yellow—keeps it sparkling-white.

**Reckitt's BLUE**  
makes white things really white

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**True complexion beauty**  
—no longer just a dream

True complexion beauty is yours with **Rexona**—the exquisite green toiles soap. The secret? It's in Rexona's fragrant luxurious lather... because only Rexona contains **Cadyl**—a blend of proved skin tonics that revitalizes tired tissue... brings perfect skin health. Find your true complexion beauty—start with Rexona today.

**Rexona TOILET SOAP**  
is a beauty-treatment in itself.

Rexona containing **CADYL**—brings you **TRUE COMPLEXION BEAUTY** through **PERFECT SKIN HEALTH**

**CADYL**—exclusive to Rexona—is a blend of five rare beauty oils—natural oils that feed and tone the skin.

Bantu Myyer. 10/7/54.

**My husband tells me to use RINSO for all the washing**

The very first time I used Rinso I knew why my husband made me use it. Without hard rubbing or scrubbing, **RINSO** makes clothes so clean that they even look like new clothes. Now I do all the washing with Rinso. The Rinso way is easy and quick. Rinso keeps clothes clean and smart!

**Rinso**  
The easy way to wash clothes **CLEAN**

Drum 8/8/54. E.275-02

**"I like my wife to wash all our clothes with RINSO"**

Rinso makes all our clothes cleaner and whiter than anything we've used before! What my wife likes about Rinso is that clothes are cleaned so quickly, without having to rub or scrub hard, which makes our clothes last longer!

Rinso keeps clothes clean and smart!

**Rinso**  
The easy way to wash clothes **CLEAN**

Bantu Myyer. 25/8/54.

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