



CLEANEST, BRIGHTEST WASH

LUX

A little Lux makes a lot of soapy lather, which gets all the dirt out of your washing quickly and easily. Lux soap flakes are made from the purest soap you can buy. That's why your clothes last so much longer when they're washed in safe, gentle Lux. Do all your washing with Lux soap flakes, and see how bright and clean it looks.

GENTLE LUX MAKES CLOTHES LAST LONGER!

LX-483A
Bwalo La Nyasaland 3-8/54



I didn't know SUNLIGHT had a new dress!



When I went to buy my Sunlight Soap, the stockkeeper gave me a bright yellow packet

'No I said, 'I want Sunlight!' The Stockkeeper laughed. 'This is Sunlight - wearing a new dress'

When I got home and started washing I knew a really was Sunlight! No other soap makes such soapy water.

NEW faster lathering SUNLIGHT SOAP



Make sure you get the wrapped tablet - 6d

Best for ALL WASHING

A LEVER PRODUCT
Bandung 28/8/54



ALBERT NOW LOVES ANOTHER GIRL! HOW CAN I BRING HIM BACK TO ME, MARY?

USE PALMOLIVE BEAUTY SOAP LIKE I DO! IT CAN GIVE YOU A BEAUTIFUL SKIN IN ONLY 14 DAYS!

Men like girls with smooth, Sweet Smelling, soft skin!

You can make your skin more beautiful with Palmolive Beauty Soap if you do this... In the morning when you wake up, also in the middle of the day and before you go to bed at night... make a creamy, sweet-smelling lather with your Palmolive Beauty Soap. Rub the Palmolive lather into your skin for 1 minute. Wash away the lather with clean water. Then pat your skin dry. Doctors in America say this Palmolive way brings lovelier complexions to most women in 14 days! Use only Palmolive Beauty Soap for a more beautiful skin from top to toe!

BEAUTIFUL GIRLS USE PALMOLIVE SOAP BIG Bath Size 1/- Regular Size 6d.

Quality Guaranteed by Colgate Palmolive-Peet, Ltd.
Drum 8-8-54

SUNLIGHT SOAP



For FACE, HANDS, BATHING and ALL HOME CLEANING




6d

.. BEST FOR ALL WASHING

TRADE ENQUIRIES TO THE CITRONA SOAP COMPANY, LIMBE.

Bwalo La Nyasaland 25/8/54




MARLENE
South Africa's Sweetheart
baths every day with
LIFEBUOY

10,000 Africans chose Marlene as their Dream Girl in the Great All African Lifebuoy Competition.

Beautiful Marlene says 'I am a Nurse, and I trust Lifebuoy because I know that its rich lather washes away harmful germs. Lifebuoy makes you clean and fresh - keeps your skin clear and healthy.'

There's no soap as good as

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



LIFE-52 A LEVER PRODUCT
M. Parode 4/8/54



Kbala bino ndi wodzisamalila ndi LUX Toilet Soap


Sambitani Soap wa Lux Toilet ndikuona minene angafewesele thupi lanu. Thovu lache ndi piungo lache lokongola lo lipanguts kukhala soap wofutika pa banja lomse—Fumbani Lux Toilet Soap lero



LUX Toilet Soap
SOPO WUYERA WOKONGOLA NDI WAFUNGO LABWINO

LTS-322N A LEVER PRODUCT
Bwalo La Nyasaland 21-8-54

It's so much **EASIER** to make the stoep shine like a mirror when you are using



REXO

REXO FLOOR POLISH

REXO

BEST FOR STOEPS & FLOORS

LAMBA LASE NATAL 12-2-54

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