



# I nearly missed the concert!



**CONCERT AND SOCIAL**  
Everyone was so excited about the Church Concert and Social. But I didn't want to go, because I had no money to buy a new dress.



My sister said "Don't be silly! All you have to do is wash that pretty red dress with Sunlight Soap and it will look like new!"



She knew that extra soapy Sunlight is good for all washing—shirts and sheets and dirty clothes. These thick creamy soap-suds make them all bright and clean.

## NEW faster lathering SUNLIGHT SOAP



Make sure you get the wrapped tablet - 6d

Best for ALL WASHING



I enjoyed the concert very much, and people said how smart my "new" dress looked. I was very happy — thanks to Sunlight Soap.

ZONK, July 1954.

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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 8d.

ZONK, July 1954.

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Care for your skin as I do... use Lux Toilet Soap regularly says film star MOIRA LISTER

The secret of real beauty is a lovely skin, and the secret of a lovely skin is Lux Toilet Soap. Beautiful women in this country and all over the world use Lux Toilet Soap to keep their skins soft and smooth and beautiful. Buy a tablet of Lux Toilet Soap today, and you will see how white it is. It is white because it is pure. It is the whitest soap you can buy. It has a lovely smell, too, which will keep you refreshed. When you wash with it you will find how quickly it lathers, and how soft and smooth your skin feels afterwards. That is because it does not dry up your skin by taking away the natural oil that comes from your body. Once you have tried it, you will always use LUX TOILET SOAP—the pure white soap in the pretty pink wrapper.



LUX TOILET SOAP used by beautiful women all over the world

Recorders 8th July 54.



## keeps my home CLEAN!



It's so easy to clean dirty pots...



and pans that are greasy...



with VIM

Dirt anywhere in your home means danger from disease. Always be very very careful with the things you use for your cooking. Never cook your food in dirty pots and pans.

always clean them after use with VIM. Vim cleans so easily, first wet the pot or pan, then shake in some Vim and scrub or rub with a brush or cloth. Rinse well and wipe dry.



If your sink is dirty...



a little VIM and a rub...



and it's clean and SHINY-BRIGHT!

You can't expect to wash things clean if the sink in your kitchen is dirty. Your sink holds all the dirt, grease and bits of food that you wash from your cooking things, your

cups, saucers and plates, the knives and forks. Always keep your sink clean and free from grease. A shake with Vim, a quick rub and rinse and your sink is clean and spotless.

V 267-PP

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ZONK, July, 1954

## LIFEBUOY SOAP

IS USED BY SUCCESSFUL MEN EVERYWHERE



6d

Bantu Mirror, 12.6.54

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