



In
your boy's
pockets
evidence of the day's
dangers

There's a thrill in
Lifebuoy Cleanness

A rabbit's foot, muddy marbles, a rusty nail, some choice bits from the scrap pile. What odd treasures a boy's pockets disgorge! They tell plainer than words of a day spent in constant contact with dirt.

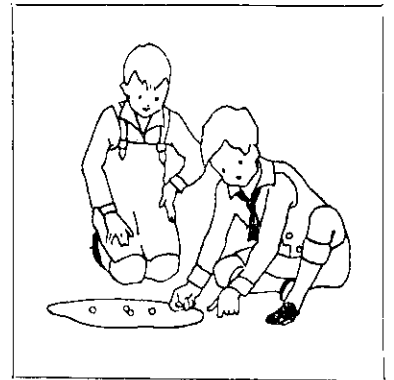
Keeping clean to keep well is an idea even a boy quickly gets. The invigorating, antiseptic action of Lifebuoy floods away impurities that other soaps don't seem to reach, giving real protection from dangers of city dirt.

There's a thrill in Lifebuoy Cleanness.

He's a "regular fellow." He'll like Lifebuoy Health Soap. He'll understand Lifebuoy cleanness—feel it—like it's tingle and sparkle—know it's doing something.

"This is my kind of soap," he will say. When your own skin responds to Lifebuoy's beautifying action, you will say to yourself, "It's my kind, too!"

The Health Doctor



LIFEBUOY
HEALTH SOAP

LEVER BROTHERS (N.Z.) LIMITED