



"Loyal and Royal" Life-Savers:

LIFEBUOY ROYAL DISINFECTANT SOAP—An antiseptic and disinfectant invaluable for household cleaning.

LOYAL—in serving all who constantly use it.

LOYAL—in fulfilling its function as germ or infection killer.

LOYAL—to the best interests of those who keep their homes sweet and healthy by its daily use.

ROYAL—being King of disinfectant soaps.

ROYAL—being a *Sovereign* protection from the scourge of infection.

ROYAL—because it receives the homage of thousands and *reigns* over numberless healthy and happy homes.

LIFEBUOY ROYAL DISINFECTANT SOAP is acknowledged by Press, Public and Experts as a Safe, Sure and Simple Protection from Infection.

LEVER BROTHERS Limited

TORONTO