



The illustration features a bearded sailor in a hat, looking directly at the viewer while holding a box of Lifebuoy Soap. The box is labeled "LIFEBUOY", "HEALTHY", and "SOAP". In the foreground, a large lifebuoy is depicted with the words "LIFEBUOY", "HEALTHY", "SOAP", and "SAVES LIFE" around its perimeter. Inside the lifebuoy, a central text block describes the soap's benefits. Below the lifebuoy, a paragraph of text explains the significance of the soap's carbolic odor, and a final line states where it can be purchased.

LIFEBUOY HEALTHY SOAP

For a soap that insures absolute cleanliness—a soap with healing qualities—a soap that protects you from the countless, germ-laden things you must touch

USE
LIFEBUOY

SAVES LIFE

The slight carbolic odor of Lifebuoy means safety as well as cleanliness. Use it at the end of the day's work. Remember, "the odor vanishes quickly" after use.

All Grocers sell Lifebuoy.

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