



Lifebuoy for the "Counter-attack"

All day long he's been standing the attacks of dirt, dust, grime, germs and microbes. Now for the counter-attack. Lifebuoy to the front! Its rich, creamy lather for the skin, shampoo and bath—or for socks, shirts, handkerchiefs, etc., makes short work of "dirt, the enemy."

LIFEBUOY

HEALTH SOAP

is more than soap, finest of all soap though it is. Lifebuoy has splendid antiseptic and germicidal power as well—its mission is to clean and purify. Send your soldier a package of Lifebuoy. He'll appreciate it.

At all Grocers—

LEVER BROTHERS LTD., TORONTO

