

LUX



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It is something very different. It is something much better

THESE dainty little wafers of the purest essence of soap make a wonderful difference to the life and appearance of your clothes. When you put the LUX flakes into hot water, a creamy, glistening lather instantly forms—it is a delight to see how it coaxes rather than forces the dirt from the clothes. Woollens never become coarse, matted or thickened—they don't shrink. Silk blouses come out fresh and unfaded as new. Fine things of all sorts are *benefited* by their LUX bath.

Another thing—LUX makes the hardest water as soft as Summer rains, so your shampoo becomes a delight instead of a trial.

Try LUX today. It is different and better. It won't shrink woollens.
Made in Canada by LEVER BROTHERS, LIMITED, TORONTO.

Price 10 cents

At All Grocers

That clean smell!

The very odor of Lifebuoy Soap is redolent of health and utter cleanliness. You realize at once that you have more than a mere cleanser in this "soap of health." Yet this mild carbolic odor vanishes a few moments after use. Stays just long enough to perform its mission of making the hands or the garments safe from germ life as well as clean.



The beauty of Lifebuoy Soap is that you can use it—in fact you should use it—for both toilet and laundry purposes. In the bath, its choice healing oils make a smooth velvety lather that is very refreshing, as well as cleansing. For all garments, table and bed linens, and especially those garments that touch the skin, Lifebuoy Soap is a sure and inexpensive armor against infection, etc. Once you try Lifebuoy it will be hard to satisfy you with a soap that does less.



All Grocers sell
Lifebuoy, 5c.

Made in Canada
by Lever Brothers, Limited, Toronto