

It's always fair weather ...to healthy folks



—a common-sense way
to keep youngsters well!

RAIN and sleet are sport—storm an adventure—to healthy folks. Nature rarely punishes health. Yet in one way this is a hard time of year for youngsters. Long hours spent in overheated homes and schools lower vitality. The body has less resistance to germs. Exposure, wet feet or drafts permit germs which have entered the bloodstream to multiply rapidly.

That is why children are so likely to catch colds or worse.

No germs—no sickness

Guard them from germs. Without germs, there is little chance of sickness.

Millions of mothers trust Lifebuoy to protect child health. Its creamy, gently antiseptic lather is amazingly cleansing.

Germs get on the hands and face from almost everything and everybody that children touch.

Lifebuoy gently removes the germs. And how snowy clean the skin is afterwards—soft, clear-textured and glowing with rosy health.

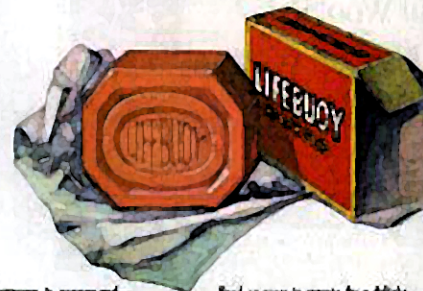
Guard against chapped skin

Any break in the skin may become infected. Chapping is caused by the natural oils of the skin being removed by dry air and poor soap. Lifebuoy is so pure it cleanses without removing these natural oils. Its gentle antiseptic protects against infection. It is perfect soap for delicate skin in all weathers.

The Health Doctor

MRS. A. D. GUYON,
of Townsend, Conn.,
writes:

"For getting the germs out of dirt and giving them this-dirt's hands and knees and feet, Lifebuoy is wonderfully quick and effective. The gentle, working lather is kind to sensitive skin—often bristled and scratched. "And the youngsters love Lifebuoy—it's such a fine feeling, cream-smelling, head-and-the soap."



Lifebuoy is soap—good—the order of your pains from it. Its clean, quickly vanishing odor makes your child's Lifebuoy guards health...

Send us notes in exchange for a delightful and helpful book, "Health History." Mail your request to Lenoir Bros. Co., a Broadway, Cambridge, Mass.



*A
LIFEBUOY
Family*

**I guess if you want fair weather,
there's only one thing you can do:
GET WELL SOON!**