

General Servicing

Land Rover Leaf Soap By Dixon Kenner

OVLRL has had Land-Rover soap in the past. In fact, one of our former member's, Lori Kennedy [1] made Land Rover shaped soap for a while. This soap became a bit infamous at one of the last British Invasions (Stowe Vermont) that the club participated in when a basket of soap, free for the taking on the Club stand, was mistaken for cookies. Yes, a passer-by, gazed at the newsletters and material available for the taking, picked up a piece of soap and bit into it and started to chew. It was wonderful ,,,

The photos below however, show what must be genuine "Land-Rover soap". This is a thin, 2 ½" x 4" (approx.) folder with several leafs of soap stapled inside stapled to the cardboard. A description of how to use the soap is written inside the lid of the folder. Underneath the soap it reads, in part, PAT. No.15113/54 New Zealand Pat. 112628 Safodik (Gt. Britain) Ltd. Leeds 2 England. Sole Manufacturer. Safodik [2] made promotional booklets of "pocket" soap in the later 50s in Manchester, UK as well as soaps, soap and bleaching powders

Little is known about this item though. It appeared on eBay once upon a time in the late 90's. What it was in promotion with? Was it given out by the dealerships? Did it come with some other purchase; or was this something useful to have along for emergency, when you were off in central Asia or Africa and discovered that you had a real need to wash? Beyond this example, it has never been spotted again.

1. <http://www.simplerthyme.com>
2. Part of Barlow & Jones, a textile firm



Obverse - Cover



Reverse - Land-Rover advertising



Inside left - Instructions



Inside right - Leaf soap. Labelled "Safodik"