



Buy exquisite things  
—they can be made  
to last

Just tumble them into the Lux suds!  
Lux comes in delicate, white flakes—pure and transparent. They dissolve instantly in hot water. You whisk them into the richest, sudsiest lather, that loosens all the dirt—leaves the finest fabric clean and new—not a color dimmed, not a fibre weakened in any way.

There is nothing else like Lux



## The daintiest things are practical now that they can be laundered

WHAT has come over you! In these days, it's wicked to buy such delicate and filmy material."

"Oh, no. I'll wear it and wear it—and wash it myself."

"Wash it! My dear girl, do you think that delicately-colored cobweb will wash? It will go to pieces the moment you start to launder it."

"Nonsense. I have washed it. It was a remnant and so shopworn and grimy that I dipped it in delicate Lux suds the moment I got it home."

This year, in making your choice among exquisite fabrics,

the important thing is to ask yourself, "Will it launder?" You can choose satins, taffetas, printed Georgettes, printed cottons—even for sports skirts! Just make sure you select the kind that you can trust to water. Lux will cleanse it for you repeatedly.

Lustrous silk undergarments, dainty camisoles, fine silk stockings—now you can wear them every day and wash them over and over again in delicate Lux suds.

Blouses! Pastel colorings! Shimmering and sheer textures! The finer the better! There is hardly a blouse material today that Lux has not made it possible for you to wash!

Just toss a tablespoonful of Lux into half a bowlful of hot water. Lux dissolves instantly. Then you whisk up the richest, purest lather you ever saw. Add cold water until the suds become lukewarm—for colors or silks—and dip in the delicate fabric!

Souse it up and down in the pure Lux lather—squeeze the suds through and through it—never rub. Have it out again in a few minutes so fair that you would never know it had been washed.

### HOW TO WASH BLANKETS

Whisk Lux into a rich lather in very hot water—two tablespoonfuls to the gallon. Add cold water to make suds lukewarm. Swish your blankets about in the suds. Wash quickly, pressing the suds through the blankets, but do not rub. Rinse three times in lukewarm water. Dissolve a little Lux in the last rinsing to leave your blankets soft and woolly. Run them through a loose wringer; never twist. Hang in the shade to dry in a moderate temperature.

### Cretonnes, curtains, blankets—actually like new!

HOW many times have you longed for filmier curtains and more colorful cretonnes without daring to buy them! You were afraid they would be an endless source of worry and expense.

But now you know your fragile curtains, your dear cretonnes, your exquisite table linens, even your wooliest blankets—can be kept lovely and fresh with Lux.

Tumble your daintiest things—embroid-

ered pillow-slips, doilies—even lamp shades—into the Lux suds. There is not a tiny particle of solid soap to stick to the soft fibre and injure it. Not a bit of rubbing to fray and shrink it. Only squeezing the suds gently through the fabric again and again.

Lux won't hurt anything pure water alone won't injure. Get Lux from your grocer, druggist or department store.—Lever Bros. Co., Cambridge, Mass.

### HOW TO LAUNDER DELICATE BLOUSES

Whisk a tablespoonful of Lux into a thick lather in half a bowlful of very hot water. Add cold water to make suds lukewarm. Dip the blouse up and down. Squeeze the suds through it—do not rub. Rinse three times in clear, lukewarm water. Roll in a towel to dry partially. While still damp, press with a warm iron—never a hot one.

### HOW TO WASH SWEATERS

For sweaters use same directions as for blankets, but do not put through the wringer. Just squeeze the water out. Pull into shape, and spread on a towel to dry in the shade, in a moderate temperature.

# LUX

Lux was made especially for all these

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|-------------------|------------------|-----------------------|-------------------|
| Fine Curtains     | Batistes         | Silk Gloves           | Silk Underwear    |
| Silk Overhangings | Damasks          | Fine Blouses          | Negligees         |
| Laces             | Table Linens     | Blankets              | Collars and Cuffs |
| Chiffons          | Babies' Flannels | Counterpanes          | Corsets           |
| Organdies         | Sweaters         | Cretonnes             | Washable Spats    |
| Crêpes de Chine   | Silk Stockings   | Lingerie Pillow Cases | Men's Silk Shirts |

**LUX**  
For all fine  
laundrying