



LAWN · BATISTE · HANDKERCHIEF LINEN · NET
ORGANDIE · VOILE · DOTTED SWISS

Keep your *cotton* blouses and underthings as dainty and fresh as your *silk* ones

JUST because they weren't silk you thought they could be laundered any old way—your dear little blouse all of rose colored linen and the slim French chemise of flesh batiste banded with soft old blue.

So you calmly put them in with the regular laundry, with the thick, heavy, strong things. But how soon they turned sad and worn! How quickly they lost the charm of their freshness! The rose blouse is quite dead and lifeless with its tiny tucks all scattered, the frilly cuffs frayed and torn. And the hemstitched bands on your chemise are just thin miserable strings of material. They look a fright on you!

It was so unnecessary—not the least bit their fault! All the pretty things needed to make them last, was the same gentle Lux laundering that you always give your *silk* blouses and underwear.

Fine cottons and linens cannot stand ordinary scrubbing

Your nice cotton and linen things cannot stand scrubbing any more than your georgettes and chiffons.



The organdy frock need not pull apart, nor the sweet net blouse lose its freshness. You can keep them new with Lux

Rubbing roughens fine lingerie fabrics. It takes away their nice smoothness. It tears their fine hemstitching and lovely lace.

Don't go on laundering your voile and batiste blouses this ruinous, heartless way. Launder them just as carefully as you do your crêpe de Chine ones.

The gentlest way in the world

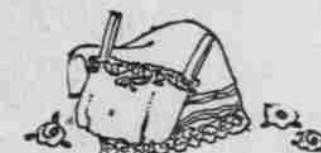
The delicate Lux flakes dissolve the minute they touch hot water and whip up into the softest, bubbliest lather. Put in your very nicest, your most adored possessions. There's not a thing in Lux that could hurt any fabric or color that water alone will not harm.

There's not a particle of hard cake soap to stick to a bit of dainty lace and stiffen it. There's not even any rubbing to wear through the fine lingerie

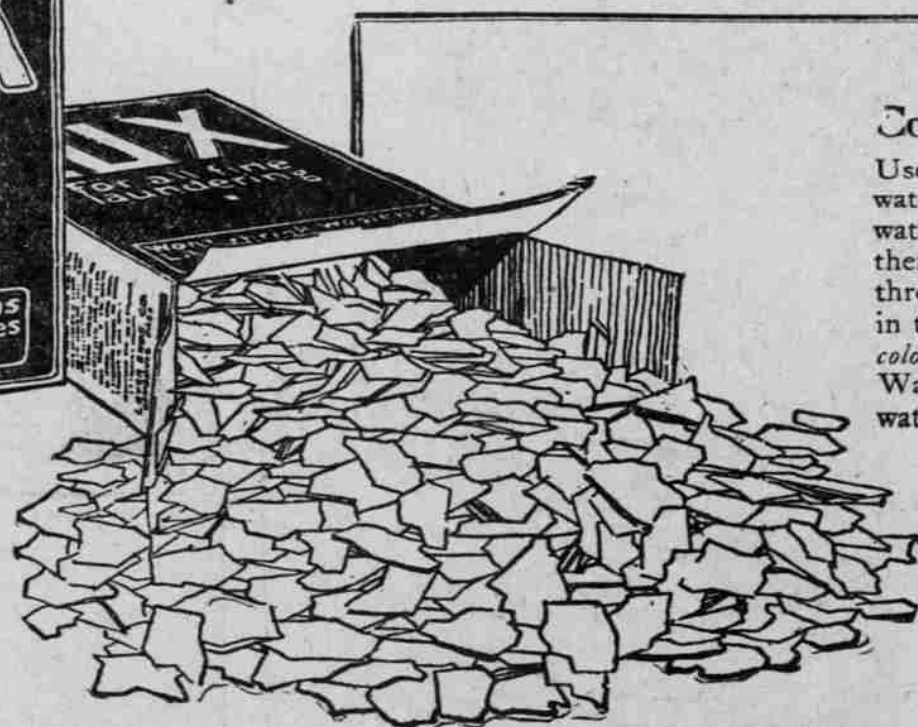
fabrics. Just the pure Lux suds to dip the sweet things up and down in. And the rich Lux lather to press through the soiled spots. The most expensive blouse's collar and cuffs will come from this careful cleansing unharmed.

Your batiste and lawn underthings—you can make them last twice as long the gentle Lux way. Their soft Valenciennes edgings and insertions will go into these bubbling suds without one qualm. Their fine French embroidery cannot be twisted and pulled—it will stay soft and smooth.

Use Lux for all your fine lingerie things. You can keep them whole and beautiful longer than you ever before thought possible. Your grocer, druggist or department store has Lux. Lever Brothers Co., Cambridge, Mass.



Lux will not injure any fabric or color that water alone will not hurt



Cotton blouses and underthings

Use one tablespoonful of Lux to a gallon of water. Whisk to a rich lather in very hot water. Let white things soak for a few minutes, then dip them up and down. Press the suds through again and again. *Do not rub.* Rinse in three hot waters and dry in the sun. *For colors* add cold water until suds are luke-warm. Wash quickly and rinse in three luke-warm waters. Dry in the shade.

If you are not sure a color is fast

If possible, first wash a sample and dry it. If the color runs try to set it, as follows: For brown and black and pink use two cups of salt to a gallon of cold water. For blue use half a cup of vinegar. For lavender use one tablespoonful of sugar of lead. Soak for half an hour and then rinse thoroughly before washing. Colors must be set before each washing.