



The safe way to wash silk waists

"I am so very much pleased with Lux. I had a chance to try it on two very delicate silk waists which came out beautifully. I shall never be without it."—Mrs. C. L. Skinner, 456 Broadway, Winter Hill, Somerville, Mass.

All the children's clothes
"Have tried your Lux with great success. Washed a white corduroy coat and it looked as good as new—it was a child's coat and very dirty and I didn't have to rub it at all."—Mrs. F. W. Gordon, Portland, Me.



Wonderful for sweaters and sportcoats

"I have used a number of packages of Lux. It is the finest thing I know for sweaters and white corduroy skirts."—Mrs. W. A. Howe, Ipswich, Mass.

Read what it means to other women

So many women have written us of their wonderful success with Lux that we print these letters to show you just what Lux means to thousands and thousands of women.

They have at last found a soap product that launders perfectly all the things they are most particular about. Something that won't shrink woollens, won't turn silks yellow, and launders even the most delicate chiffons.

is no solid soap to stick to the threads, to yellow or weaken them, and the thick lather is so cleansing that the dirt comes out absolutely without rubbing.

How to use it

Pour boiling or very hot water over the flakes, and whisk into a lather. Dip the clothes up and down and work them about in this creamy lather. *Do not rub.* It is rubbing cake soap on fabrics and more rubbing to get the dirt out, that wears out your nice things.

The Lux flakes dissolve instantly, so there

Try Lux just once!

You do not need to use Lux several times to learn how wonderful it is. One trial package will prove to you how lovely it leaves your things. Do not risk any more fragile silks or laces with ordinary soap, but get a package of Lux today. *Use it for anything that pure water won't injure.* Your grocer, druggist and department store have it. Lever Brothers Co., Cambridge, Mass.



Makes lace curtains new again

"Wonder how I ever got along without Lux. Cannot recommend it too highly, especially for lace curtains. Have recommended it to numerous friends who like it as well as I do."—Mrs. T. C. Brewster, Granville, Mass.



Lux makes your delicate things wear longer

"Your Lux is all you claim for it. I never saw such a perfect soap for fine laundry work, or for woollens. I cannot afford to be without it."—Mrs. Bellows, 4533 S. Aldrich Avenue, Minneapolis.

LUX

For All Fine Laundering



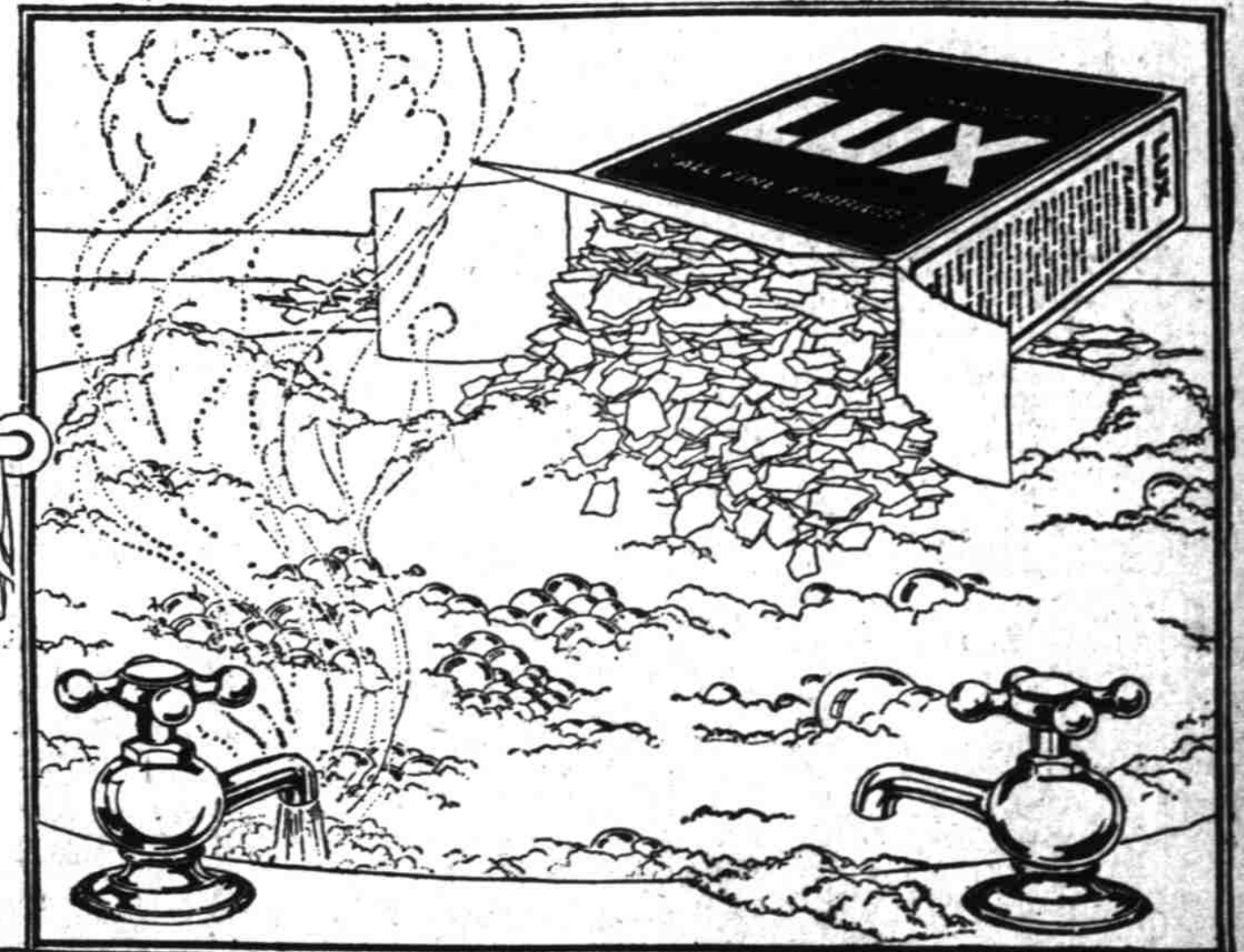
How to keep your silk underwear lovely

"I don't trust my silk underwear in with the general laundry, so do it myself with Lux. Lux is perfectly wonderful. It lathers so quickly. All I have to do is to dip the garments up and down in the lather and they clean perfectly."—Ethel Brewster, Brooklyn, N. Y.



For silk and chamois gloves

"Find Lux most satisfactory for silk and chamois gloves because no rubbing is required. My white silk gloves do not turn yellow and both my silk and chamois gloves wear much longer than they ever did before."—Elizabeth De Noyelles, New York City.



Use Lux always for fine laundering

"I consider your product Lux one of the best things I have ever used. It surpasses soap, and I consider that very good. I have two daughters, and use it constantly for their delicate dresses, and it is fine."—Mrs. A. Dudent, 109 Vanderbilt Avenue, Brooklyn, N. Y.