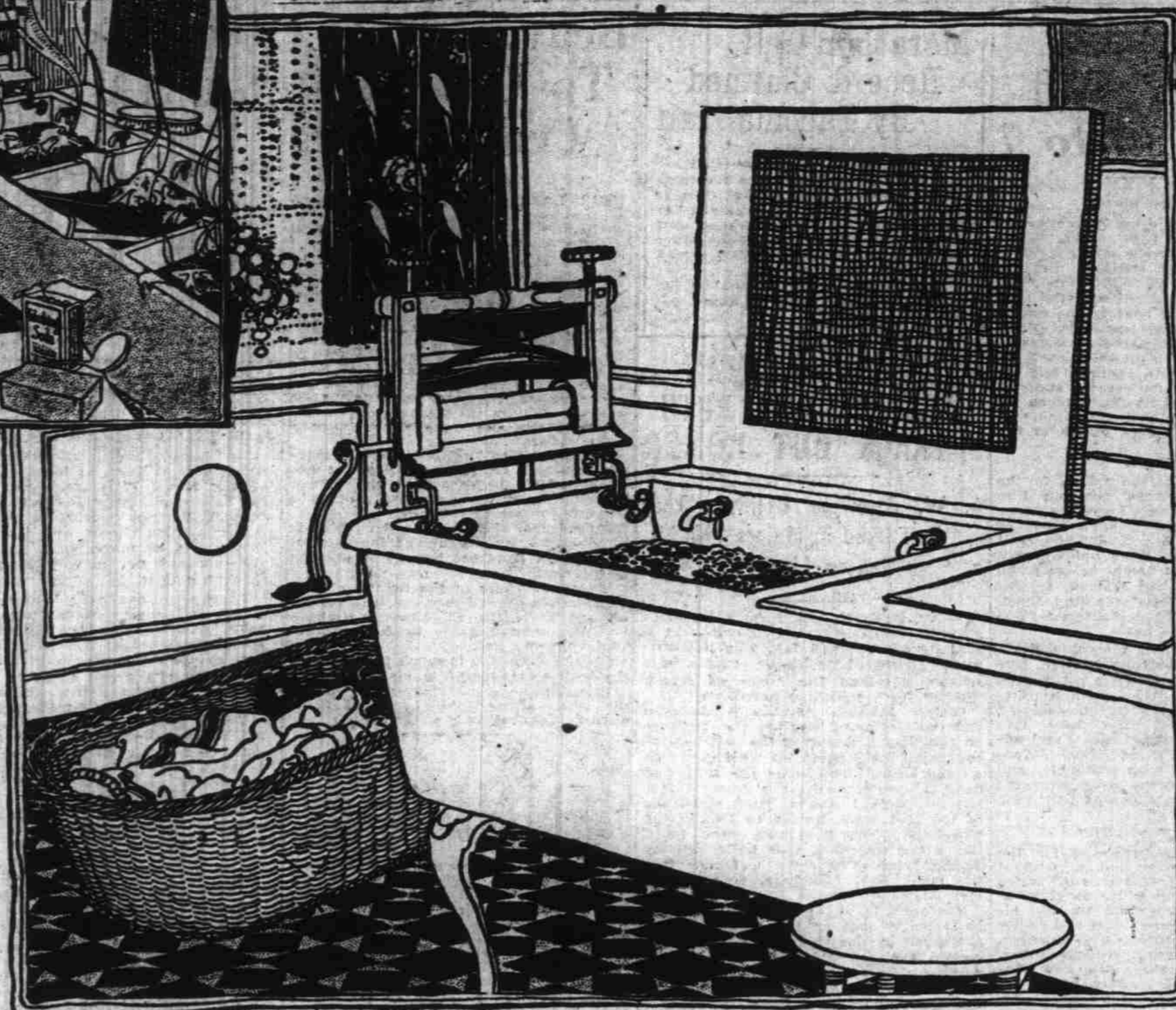




The old way of laundering means a cluttered, steaming-hot kitchen—a dozen different utensils were used



In the modern way of laundering—with Rinso—you just SOAK your clothes clean. The Rinso way means an orderly, cool kitchen—no utensils but the wringer and a basket

No more of this!

One day in every week—one-seventh of a lifetime—women used to spend on wash day tasks like this! Rinso washes your clothes WITHOUT RUBBING



No more of this!

No more hours of drudgery over a steaming boiler. Rinso washes your clothes WITHOUT BOILING

# The Modern Way of Washing

You just *soak* your clothes clean instead of the old rubbing and boiling



Your clothes wore out this metal washboard—what did it do to your CLOTHES?

**Y**OU know the old way of washing well enough. The cluttered, messy kitchen. The long standing over the steaming boiler. The rubbing, rubbing of your clothes on the washboard—rubbing that frayed the edges of collars and cuffs, and faded the color out in specially hard-rubbed spots.

Next Monday, try the modern way of washing!

Just *soak* your clothes clean! Soak them with the wonderful new form of soap for the family washing—Rinso, the new soap product, in fine granules.

*Different from anything ever before produced*

Rinso is different from anything you have ever used before.

There is no solid soap to stick to the fabric—there are no harsh cleansing agents in it. Your clothes *soak* as safely in Rinso suds as in water alone.

Its fine granules are so rich in cleansing

value, they loosen every bit of dirt as the clothes are soaking.

*Makes clothes last twice as long*

You rinse the clothes in the morning, and all the loosened dirt is gone. Only a few badly soiled spots will need a light rubbing between your hands.

All the rubbing of cake soap on your clothes is saved, all the cruel rubbing on the washboard.

You need never boil your clothes, except occasionally, if you wish to sterilize. For Rinso cleans as perfectly in cold water as in hot!

Saved from all this hard treatment, your clothes actually last twice as long!

*Try it on the hardest things to wash*

Give Rinso just one trial—a hard trial. Try it on kitchen aprons, that have so many hard-to-get-out things spilled on

them. Try it on dish towels, that you think now you have to *boil* clean. Try it on your small boy's suits, with the dirt just ground in.

You will be amazed at the simplicity of it—at the ease—at the clothes so clean and white, without all the old-fashioned work.

You simply cannot believe how wonderful Rinso is until you have used it week after week, and seen how beautifully white your clothes keep. Until you have seen how much longer they wear, and keep their colors.

*Start using Rinso this week*

Begin with your very next week's washing to launder clothes the modern way.

See what a simple matter the weekly washing becomes when you follow the easy directions on the Rinso package.

Get Rinso from your grocer. One package will do your whole week's washing.—Lever Bros. Co., Cambridge, Mass. (Makers of Lux.)

Rinso is not a "washing powder"

The fine granules of Rinso look much like a "washing powder," but—make this test. Use a heaping teaspoonful to a glass of boiling water



"WASHING POWDER"—high in harsh chemicals—low in soap

RINSO—absolutely harmless—so rich in soap it "jells"

# Rinso

the new form of soap for the family washing



8c

MADE BY THE MAKERS OF LUX

Just soak the clothes over night. And rinse them out spotlessly clean!