

how to dress up your LAUNDRY



Petticoats that go limp . . .

TODAY'S push-button laundry equipment and "miracle" fabrics make laundering a breeze compared with the days when "doing the wash" was an all-day chore. But even miracle fabrics lose their new look and feel with repeated washings, and many with a soft texture begin to feel harsh and stiff.

Ever wonder, then, why commercially laundered bath towels feel so soft and fluffy—just like new? The answer is that they have been treated with a chemical compound called a fabric softener.

The textile industry has used softeners for years to give fabrics a smooth, soft finish. Now you can use this same laundry magic to keep your fabrics looking and feeling like new, no matter how many times they are washed. Here's what a fabric softener does:

- Keeps fabrics that harshen and stiffen after laundering—like corduroy, chenille, and terry cloth—soft and fluffy.

- Reduces wrinkles and eliminates deep-set creases.

- Eliminates static electricity from synthetics and other fabrics that tend to cling.

- Keeps wool sweaters, blankets, socks, and all knits soft and fluffy—prevents matting.

AND HERE'S ANOTHER TIP: that old-fashioned friend of the laundry perfectionist, starch, has turned up in a precooked dry form known as instant cold-water starch that is the versatile cosmetic finish for just about everything that goes into the washer. The trick is in using just the right amount to get any finish, from soft satiny smoothness, to crisp firm body. And there are extra dividends that make starch the perfect finishing touch:

- Puts back the body and finish removed by repeated washings.

- Keeps all washables clean longer because it holds down surface fibers and resists dirt.

- Makes washing easier because dirt stays on the surface and washes out with the starch.

- Makes all fabrics easier to iron.

The easiest and quickest way to starch is in the washer. Add powdered starch to the final rinse water after the agitation has begun. Or, complete the cycle, reset the washer to deep rinse or warm rinse, then add the starch. For best ironing results, don't let starched clothes dry completely. To keep them moist, roll in a towel or wrap in plastic.

If you want to starch only a few pieces, mix enough precooked starch solution to cover the garments. For best results, clothes should be damp before dipping in starch solution. (But here's a quick tip: to starch one or two garments that are rough dry, just sprinkle with heavy starch solution and roll in a bath towel until evenly damp.)



. . . can get a new lease on life.

Is "iron-hungry blood" making you only "half" a woman?



Are You So Tired and
Run-Down You Can't
Give Your Husband
Real Companionship?

Discover the Wonderful
Blood-Strengthening
Action of This Special
Iron Tonic for Women!

How tragic when a woman feels so tired, so weak and run-down, she just can't be a real companion to her husband and family! This can turn marriage into misery! Luckily, it's often due to "Iron-Hungry Blood" (*simple iron deficiency anemia). Then it's needless for most women to suffer this awful weariness.

Now, a wonderful iron tonic can help relieve this condition . . . thus renew your vigor and vitality. It's Lydia E. Pinkham's Tablets, *only* blood-enriching iron tonic made especially for women!

See How Fast You Can Feel Fine Again!
Rich in iron, Pinkham's Tablets start to strengthen "Iron-Hungry Blood" *within one day!* Thus they quickly help build rich, red blood . . . to restore your strength and

energy . . . so you feel fine again fast . . . able to enjoy life and your family again!

Besides blood-building iron, Lydia Pinkham's Tablets contain a unique combination of other ingredients. That's why they can also bring blessed relief from functionally-caused "female distress". Even torturous monthly cramps and "hot flashes" of change-of-life were relieved in case after case reported by doctors. No wonder so many women use Pinkham's Tablets *all through their lives!*

If you're tired, weak and run-down due to "Iron-Hungry Blood", get marvelous Pinkham's Tablets from druggists today. See if you don't soon feel "all" woman again—the same charming, cheerful girl your husband married!

FOR TESTED RELIEF OF MONTHLY PAINS, CHANGE-OF-LIFE remember that Lydia E. Pinkham's Vegetable Compound (liquid) has also been famous for 84 years. Doctors' tests prove it quickly relieves the painful discomforts of monthly periods and change-of-life.