



Washing need not hurt fine fabrics

The gentle Lux way actually saves them

YES, there's tell-tale yellowness on all the cobweb threads. Your real Chantilly. Nearly a hundred years old and so very precious! In the old days who ever dreamed the time would come when you could launder it?

Yet today you think nothing more of trusting priceless lace to bubbling Lux suds than you used to think of washing gingham!

You simply stir up a bowlful of the richest lather and toss in your finest, filmiest belongings without a qualm. Fine laces, thinnest chifons, exquisite table linens and woolens! Your daintiest curtains will stay whole, your silks lustrous, your blankets soft and woolly.

Delicate Lux suds! If you have never used Lux, you can't begin to appreciate how pure, how cleansing they are!

Lux comes in dainty, white flakes—pure and transparent. They melt instantly in hot water. You

whisk them up into the richest, foamiest suds, that gently free the dirt! For silks or delicate colors, you simply add cold water until the suds are lukewarm.

No ruinous rubbing of fine fabrics! No injury to delicate fibres or coarsening of textures! The delicate lustre of your softest silks remains undimmed.

With Lux you just squeeze the delicate suds through the fabric again and again—rinse in clear water once, twice, three times—and the garment is so fair and fresh that you would never know it had been washed.

Use Lux the moment a thing becomes soiled. The gentle Lux way of washing saves it from the damage even a little dirt does to frail things.

Lux won't hurt anything that pure water alone won't injure.

Get a package of Lux today from your grocer, druggist or department store.—Lever Bros. Co., Cambridge, Mass.

So quick! So easy! Launder all these things in delicate Lux suds

How to wash blankets

Use two tablespoonfuls of Lux to every gallon of water. Whisk Lux into a rich lather in boiling or very hot water, then add cold water to make the suds lukewarm. Work the blankets about in the thick suds, sousing them thoroughly, but do not rub. Squeeze the cleansing suds again and again through soiled spots. Rinse in three waters the same temperature as that in which you washed them. Dissolve a little Lux in the last rinsing water—but do not make a lather. This leaves the blankets softer and fluffier. Run them through a loose wringer; never twist. Hang in the shade to dry, in a moderate temperature.

To wash silk underthings

Just drop a tablespoonful of Lux into half a bowlful of boiling or very hot water. Whisk into a rich, creamy lather. Add cold water till lukewarm. Dip the garment through the foamy lather many times—work it about in the suds—do not rub. Rinse three times in clear, lukewarm water. Squeeze the water out—do not wring. Dry in the shade. When nearly dry, press with a warm iron—never a hot one.



To wash fine silk blouses

Whisk a tablespoonful of Lux into a thick lather in half a bowlful of boiling or very hot water. Add cold water till lukewarm. Dip your blouse through the foamy lather many times. Squeeze the suds through it—do not rub. Rinse in three waters of the same temperature as the water in which you washed it. Squeeze the water out—do not wring. Roll in a towel to dry. When nearly dry, press with a warm iron—never a hot one. Georgette crepe blouses should be gently pulled into shape as they dry and also should be shaped as they are ironed.

To wash your sweater

Use two tablespoonfuls of Lux to every gallon of water. Whisk Lux into a rich lather in boiling or very hot water, then add cold water to make the suds lukewarm. Swish your sweater about in the suds. Wash quickly, pressing the suds through the sweater, but do not rub. Rinse three times in water of the same temperature as that in which you washed it. Dissolve a little Lux in the last rinsing water to leave your sweater soft and woolly. Never wring sweaters. Squeeze the water out, pull into shape, and spread on a towel to dry in the shade.

To wash collars and cuffs

Use a tablespoonful of Lux to every gallon of water. Dissolve in very hot water and whisk into a thick lather. Let white linen or cotton accessories soak for a few minutes. Then dip them up and down in the creamy lather. *Do not rub.* Press the suds again and again through very soiled spots. Put through three hot rinse waters. Dry in the sun. Wash Georgettes, silks and colors as above but in lukewarm suds. Do not soak. Rinse three times, in lukewarm water. Roll in a towel to dry.



How to wash babies' woolens

To wash little woolens like new, use two tablespoonfuls of Lux to a bowlful of water. Dissolve in boiling or very hot water, whisk into a thick lather and add cold water to make suds lukewarm. Put the woolens in. Then squeeze the suds through the garments. *Do not rub.* Rinse three times in water the same temperature as the water in which you washed the garments, dissolving a little Lux in the last rinsing water. Squeeze the water out. *Do not twist.* Dry in a moderate temperature. Press with a warm iron.

LET LUX SAVE THESE FABRICS

Laces, Chiffons
Georgette, Mull
Crêpe de Chine
Washable Satin
Washable Taffeta

Organdies, Batistes
Fine Linens, Muslins
Damasks, Voiles
Dimities, Woolens

LUX

TRY LUX FOR ALL THESE THINGS

Baby's Flannels
Sweaters, Blankets
Fine Blouses
Silk Stockings
Fine Collars and Cuffs
Negligees, Corsets

Philippine Underwear
Silk Underwear
Silk Gloves
Fine Handkerchiefs
Washable Spots
Men's Silk Shirts

There is nothing, for fine laundering, like Lux