



Does your silk underwear stay pretty?

Or is your joy in it spoiled by its first laundering? Do your snowy combinations turn a dull yellow? Do your very nicest stockings grow thin and break easily at the side of the ankle and at the heel?

You need not have your prettiest silkwear ruined.

The things that hurt the delicate fabric—the alkali that turns it yellow—the rubbing that breaks the fine threads—have now been banished by the new product for fine laundering—Lux.

This way keeps it lovely!

Silk underwear washed with Lux stays white because Lux has absolutely no free alkali—stays sheer and silky because it never has to be rubbed. The fragile, pearly Lux flakes melt the instant

they touch the water and dissolve the dirt in a few minutes. A few dippings up and down—and, without the slightest friction, the dirt is gone.

Your fluffiest, laciest nightgown, your sheepest camisole come from their Lux dip as lovely as the day you bought them.

Use Lux on anything that pure water alone will not harm.

Don't have even one more garment ruined by ordinary soap. Order Lux today from your grocer, or any department store. Lever Bros. Co., Cambridge, Mass.

How to wash silk underwear

Whisk a handful of Lux into a thick lather in very hot water. Add cold water till lukewarm. Dip your things through the foamy lather many times—work them about in the suds—do not rub. Rinse in three waters, the first lukewarm, the second cooler, the last cold. Squeeze the water out—do not wring. Dry in the shade. When nearly dry press with a warm iron—never a hot one. Italian Silk should be gently shaped as you iron.

LUX 10¢

Launders even chiffons



Coat of All Wool Velour combination Broochless Collar and Cuffs \$27.50
 Dress of Fine Silk Crepe de Chine, Gold embroidery \$12.75
 Suit of All Wool Gabardine, Silk Lined, Fullest Overcollar \$16.50

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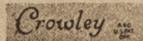
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