



My dear! How do you keep it so lovely, so new!

She has found how to forget her underwear troubles, she never gives it laundering a second thought. Only each time she puts on a lacy, fresh-laundered camisole, or shakes out a rosy silk nightgown, she breathes a little "thank you" to the goddess of pretty things—for having sent her Lux.

parent flakes contain so much more real cleansing value than is possible in any other form of soap that the dirt dissolves without a bit of rubbing.

Made to protect silk underwear!

Cake soap leaves little pieces of soap sticking to the threads even through all the rinsings. They turn the fabric yellow and make it harsh. Lux is in flakes, because it is made especially for the washing of delicate fabrics. The flakes melt instantly in hot water. Use Lux—no rubbing to get the dirt out—no rubbing to get the soap out. No yellowed or roughened garments.

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

Order it today from your grocer or from any department store. Lever Bros. Co., Cambridge, Mass.

Two enemies of silk underwear

Lux has banished the two enemies of silk underwear—alkali and rubbing. Authorities on silk say alkali is what turns silks yellow. Rubbing pulls and spoils the silk, thickens and coarsens the lace.

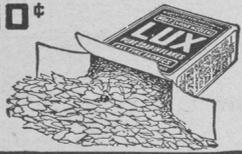
Lux contains absolutely no free alkali, and the trans-

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 underwear through the foamy lather many times—work it 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.

LUX 10¢

Won't turn silks yellow!



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"Best on Earth" is prepared by an expert with a thorough knowledge of the grasses indigenous to most soils within 1,000 miles of New York and is composed of grasses of the highest quality, tested for purity and germination. For \$1.00 we will send you 25 lbs. (enough for a plot 20x40) Staigreen Lawn Grass Seed, the purest, highest vitality lawn grass seed known—5 lbs., \$1.75; 25 lbs., \$8.00; 100 lbs., \$30.00. Advice in regard to mixtures for special locations, treatment of soil, fertilizing, etc., freely given. Call at our store or write to us.

Swamp & Walker Co. 30 & 32 Barclay Street New York



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	REGULAR PRICE	SALE PRICE
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