



"Pretty"—Yes, but so impossible to keep pretty!

"Impossible"—that is, with ordinary soap—cake soap that you have to rub roughly on the fragile material.

Such soap was meant only for plain laundering—it cannot help injuring fine silks and laces for which it was never meant.

Why laundering spoils your silk blouse

Alkali and rubbing are what spoil your prettiest blouse. The alkali makes the silk grow yellow and yellow each time it is laundered. Rubbing coarsens the silk and lace—takes away all the daintiness.

How you can keep your blouse lovely

Lux, the new product for all fine laundering, has absolutely no free alkali, and no rubbing is necessary, because in the transparent Lux flakes is concentrated more real cleansing value than is possible in any other form of soap. It dissolves the dirt—so that without the slightest friction the dirt drops out into the foamy Lux suds.

Your filmiest blouse comes from its Lux tubbing white and sheer as when it was new. Use Lux on anything that pure water alone will not harm.

Try it at once. Your grocer and all the department stores have it. Lever Bros. Co., Cambridge, Mass.

How to wash silk waists

Whisk a handful of Lux into a thick lather in very hot water. Add cold water till lukewarm. Dip your waist through the foamy lather many times—work it about in the sud—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. Georgette crepe waists should be gently pulled into shape as they dry, and also should be shaped as you iron.

LUX For all fine laundering

Advertisement for Kellner Bros. featuring a Queen Anne Dining Room Suite in American Walnut for \$500. The ad includes an illustration of the dining room set and text describing the furniture's quality and price.

Advertisement for the Ideal Refrigerator, an all-metal unit with a white enamel exterior. It highlights the introductory sale price of \$45 and features like the front drain and low temperature settings.

Advertisement for Sheppard Knapp Son Co. announcing an August Furniture Sale. It lists various items like dining room suites and mahogany furniture at reduced prices.

Advertisement for Stewart & Co. featuring smart blouses in a new midsummer model. It includes an illustration of a blouse and details about the fabric and price.

Advertisement for Fashionette Invisible Hair Nets, highlighting their invisibility and strength. It also includes a testimonial from a woman and information about where to purchase them.

Advertisement for a set of four tables for \$12.50, described as handy for porch parties. It also mentions a rebuilders of gowns service.

Large advertisement for Franklin Simon & Co. featuring two models in elegant sergé dresses. The ad lists prices for the dresses (24.50 and 16.50) and mentions advance fall fashion.

Advertisement for Peck & Peck Exclusive Hosiery, featuring exquisite silk hose. It lists various styles and prices for different types of stockings.

Advertisement for Cash's Woven Names, a product for marking linen. It describes how the product prevents loss and is easy to use.

Advertisement for Permanent Wave hair treatment, promising a soft, broad wave that lasts for months. It includes a testimonial and contact information.

Advertisement for The Hardman Five-Foot Grand piano, featuring a testimonial from the famous singer Caruso. It lists the price at \$725 and the location of the store.

Advertisement for Dr. Jeanne A. B. Walter's Reduce Your Flesh garments. It features illustrations of women wearing the garments and lists various items like bras, jackets, and corsets.

Advertisement for Allen's Foot-Ease, an antiseptic powder for foot care. It includes an illustration of a woman's feet and text describing the product's benefits.

Advertisement for diamonds and gems purchased for cash, featuring an illustration of a diamond ring and text about the store's services.

Advertisement for Robert's hair treatment, featuring an illustration of a woman's face and text about the permanent wave process.

Advertisement for Shoe Craft Fitting The Narrow Foot, offering a 20% discount on shoes. It includes an illustration of a shoe and details about the fitting process.

Advertisement for M. Singer Soft-Lite Glasses, featuring an illustration of a woman's face and text about the comfort and benefits of the glasses.

Advertisement for a stop mouth breathing device, featuring an illustration of the device and text about its effectiveness in treating snoring and mouth breathing.