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Correct Apparel for Women & Misses  
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No. 94—BLACK SILK SATIN BATHING SUIT—Embroidered with wool in contrasting colors.  
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The surface of wool fibre is made up of tiny overlapping scales, like the scales of a fish. When you rub wool, these scales get all tangled and twisted. When alkali touches them, the fibres draw up and tighten. Result—a stiff, matted, shrunken garment.

But Lux leaves your woollens like new because with Lux there is no rubbing! Nor one injurious element!

Lux comes in pure, transparent delicate flakes. They melt the instant they touch hot water. You whisk them into the foamiest lather. You soak the woollens in these wonderful suds. You don't have to rub them. Lux loosens the dirt. The dirt drops out into the suds.

How can they stay so white? You will never forget your de-

light with the whiteness of woollens washed in Lux. When cake soap is rubbed on woollens, no matter how carefully you rinse, tiny bits of soap usually remain in the wool and yellow it.

With Lux that never happens. The hot water dissolves the delicate flakes instantly. You let the article soak in the hot Lux suds until the temperature is comfortable for your hands. You work it about in the thick suds, but don't rub. Then you rinse it thoroughly in three waters the same temperature as the first, with a little Lux dissolved in the last water to leave the woollens softer and fluffier.

### Could anything be easier?

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

### To wash colored sweaters

If the color is not fast, try to set it before washing by soaking in half a cup of vinegar to a gallon of cold water, first testing a sample. Then rinse before washing.

Whisk Lux into a rich lather in very hot water—two tablespoonsfuls to the gallon. Add cold water to make the suds lukewarm. Then put your sweater in, and wash it about in the suds. Wash quickly, pressing the suds through the sweater, but do not rub. Rinse three times in lukewarm water, and dissolve a little Lux in the last rinsing water to leave your sweater soft and woolly. Never wring sweaters. Just squeeze the water out, and spread on a towel to dry in the shade.

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



Even in hard water, Lux makes wonderful suds

# LUX

 Won't Shrink Woollens

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