



Little woolens are so expensive Keep them new this way

THEY must be washed so often! Yet they must be kept soft and "comfy." Not a scratchy thread! Not the least bit shrunken!

Find out for yourself how the Lux way of washing saves woolens. Lux comes in pure, delicate flakes. They dissolve instantly in hot water and whisk up into a rich lather. There is no rubbing to make little woolens stiff, matted and shrunken. Just sousing in the rich pure lather, gently pressing the suds through the soiled parts.

Lux won't hurt anything pure water alone won't injure. Your grocer, druggist or department store has Lux—Lever Bros. Co., Cambridge, Mass.

To wash little woolens like new

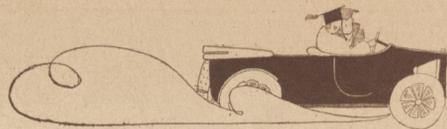
Use two tablespoonfuls of Lux to a bowlful of water. Dissolve in boiling or very hot water, whisk into a thick lather and add cold water to make suds lukewarm. Put the woolens in. Then squeeze the suds through the garments. Do not rub. Rinse three times in clear, lukewarm water, dissolving a little Lux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

There is nothing for fine laundering like Lux!

LUX

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