



Once there was a young bride who collected all of her beautiful Linens and packed them away in Lavender and never used them at all. She was afraid to have them Laundered. So she used Common-Every-Day-Linens all the rest of her Life and her Friends all said "How odd that she has no Nice Things."

Don't be afraid to use your exquisite house linens all of the time. For all of the dainty embroideries and fragile laces—every one of the precious treasures in your trousseau can be washed and come out just as fresh and white as the day they were bought.

You always can tell

With Lux, the new soap product, you are not taking any chances when you wash your fine linens. You always

know the results will be all you could hope for.

Lux is quite different from ordinary soaps. It is in pure opalescent flakes, as light as thistle-down. Shake them into hot water and see what a sparkling, frothy lather they churn up into. Lux makes rubbing quite unnecessary.

Just dance the clothes up and down, squeezing them a bit and all the dirt disappears. Out they come as white and clean as you could wish, with every bit of soap rinsed out. Any fabric that is safe in pure water is safe with Lux.

Read the directions for washing fine linens and laces. Get a box of Lux at your grocer's or at any department store. Lever Bros. Co., Cambridge, Mass.

How to wash lace and embroidery

Throw a handful of Lux into boiling hot water. Whisk into a thick lather. When cool enough for the hands to bear, put in the lace or embroidery and let it stand in the suds. Do not rub. It may be gently squeezed or dipped up and down unless very tender. In this case just let it stand in the suds.

LUX

For all fine laundering



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TRENCH COATS. "Auto Service" or Military Top Coat, wind cuffs, wide belt, military collar. \$4.95.

Ranchero Camp (Hickory) Skirt. \$3.25.

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