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Lux with hot water is perfect for woolens. No rubbing; no friction; leaves woolens and flannels so soft, so fluffy.



Titus A. Marcus. Standard product PAINTED BY THOMAS



Lux will cleanse silk underwear without turning it yellow. Read the directions for SILK fabrics below.

A Wonder

Won't shrink woolens! Won't turn silks yellow

NOTHING else like it made anywhere. Not a soap powder. Not a chipped soap. Not a cake of soap! But wonderful, pure essence of soap in flakes! Even in looks entirely different from anything you have ever seen. Ready to use; no shaving or chipping required; pour boiling or very hot water over the flakes, whisk into a lather, and instantly you get just the rich, creamy lather you have always wanted. Dissolves dirt and cleans perfectly without rubbing.

Made by a special machinery controlled by the makers of Lux.

These flakes won't hurt a fiber, whether cotton, silk or wool! They actually won't shrink woolens! Now on sale at all grocery stores. Order a package today and make some of the tests shown below. That is the way to settle for all time the product you will use for all of your fine laundering.

injure even chiffons



Lux positively won't shrink woolens. It leaves your sweaters, blankets, crocheted articles, all your woolens, just as they were when new!

How to wash woolens so they will not shrink

Woolen fabrics differ wholly from any other fabric. In wool, the surface of each fiber is made up of scales, overlapping like tiny fish scales.

Ordinarily, when wet, these fibers expand, but the moment alkali in water comes in contact with wool fiber, these little scales interlock, the fiber draws up—and the fabric has "matted" and shrunk.

The sensitiveness of wool fiber to alkali and to rubbing, are the causes of shrinkage.

Lux actually won't shrink woolens. It contains no free alkali; its thick, hot lather dissolves dirt without rubbing; its wonderfully pure, mild flakes leave woolens soft and fleecy, just as they were when new.

So many other products have claimed that they won't shrink woolens, and you may have had so many woolen garments shrink until they were no longer usable, that when we tell you that Lux positively won't shrink woolens, you find it difficult to believe. But will you not order one package and try it on some woolen

Pure Essence of Soap in Flakes!

This wonderful new product is not only new, different, but it actually looks different.

The moment you open the package, you will discover that you have never seen a soap product anything like Lux.

Lux is made in the form of flakes. These flakes are thin, delicate, pure, actually transparent. They dissolve immediately in hot water. This makes Lux unequalled for the

speedy production of an excellent lather.

It is the modern form of soap—no shaving or chipping required. It makes an instant lather which dissolves dirt without rubbing. In fine laundering soap should never be rubbed directly on the article. Lux is such an advance over a cake of soap that once you have tried Lux, you will never again be satisfied with a cake of soap for anything but rough washing.

One important reason why you want your soap for fine laundering in flake form

Lux is made in flake form because in these tiny flakes is condensed more real cleansing value than is possible in any other form of soap.

The process by which Lux is made is used only for Lux—the very machinery which "flakes" the soap is patented and controlled by the manufacturers of Lux.

Lux contains more real soap than five times its weight in ordinary soaps, soap chips, or soap powders!

This is due to the fact that in flake form, Lux can be kept pure concentrated soap; in this form, there is no need for any air, any moisture, or any kind of "filler," which has no cleansing value. There is absolutely nothing but pure soap in each transparent flake. Lux can't injure anything that pure water alone won't injure.

These flakes melt the moment you throw them into hot water. They are so completely soluble that not the slightest trace of soap is left in the garment to yellow it.

Lux is unequalled for—

- | | | |
|------------------|---------------------------|--------------------------------|
| Flannels | Babies' clothes | Fine linen |
| Sweaters | Knit leggings and mittens | Colored tub dresses |
| Blankets | Lace curtains | Colored embroidery work |
| Chinchilla coats | Fine laces | Silk and Crepe de chine waists |
| | | Chiffons |

article in your home? Use it the Lux way—with hot water. Think what it means to you to have at last found something which will wash woolens wonderfully!

Why silks turn yellow

Authorities on silk say that the action of alkali on silk makes it acquire a yellow color which cannot be washed out. Also that when an alkali is combined with hot water, it affects the silk fibers, breaking them down very easily.

Lux contains no free alkali; gives a remarkable lather when used in moderately warm water; contains nothing which will affect silk. You can wash silk with Lux over and over again, and it will not turn yellow. The silk will stay as white as when you bought it.

Remember these precautions:

- Never use anything but Lux.
- Never rub silks.
- The Lux suds when used must be lukewarm—Never use hot water.
- Rinse perfectly in lukewarm waters.
- Never dry in the sun.
- Stretch thoroughly and press when wet.
- Never have your iron very hot.

Now on sale at all grocery stores

The claims for Lux sound so remarkable, they have been made so often for other products when they were not really true, that you may not credit what we have told you about it. But will you not get just one ten cent package of Lux and make these tests yourself? If you are not entirely satisfied, your grocer has been in-



Throw the flakes of Lux into hot water; whisk into a lather and instantly you will have just such a rich, creamy lather as you have always wanted.

structed to return your money. Once you have actually seen Lux and used it yourself, we know you will tell other women that you have at last found the ideal soap product for all fine laundering.

What its users think of Lux

"Before using up one box of Lux, the uses had all been justified to my complete satisfaction and delight. Does not shrink woolens—proved by washing a white woolen sweater. Does not turn silk yellow—the constant laundering of crepe de chine and silk waists justifies this claim. I get twice as much wear out of my silk blouses. Have found Lux especially good for fine laces and lace curtains because no rubbing is required. A white lace Syrian scarf with silver in it, which had previously been sent to the cleaners, looked like new when washed with Lux, and saved me one dollar beside."—D. Fullarton, N. Y. City.

"Lux has greatly prolonged the life of my chamois and silk gloves. For washing blankets I consider it quite the most wonderful soap ever made. And I use it for unusual things which you wouldn't ever dare to try to wash with any other soap. For instance, I washed my silk lamp shades in the bath tub with Lux, and they came out in absolutely perfect condition, quite as good as the day they were bought. There is nothing like Lux."—Mrs. J. R. Barker, Cambridge, Mass.

"I used your Lux Soap for some very fine laces with better results than I could get from other preparations, using less soap, time and energy."—Mrs. P. Dreyer, 532 East 89th St., N. Y. City.

LUX 10¢

Pure Essence of Soap In Flakes— For All Fine Laundering