



My dear! How do you keep it so lovely, so new!

She has found how to forget her underwear troubles, she never gives it laundering a second thought. Only each time she puts on a lacy, fresh-laundered camisole, or shakes out a rosy silk nightgown, she breathes a little "thank you" to the goddess of pretty things—for having sent her Lux.

parent flakes contain so much more real cleansing value than is possible in any other form of soap that the dirt dissolves without a bit of rubbing.

Made to protect silk underwear!

Two enemies of silk underwear

Lux has banished the two enemies of silk underwear—alkali and rubbing. Authorities on silk say alkali is what turns silks yellow. Rubbing thicks and spoils the silk, thickens and coarsens the lace.

Lux contains absolutely no free alkali, and the trans-

parent flakes contain so much more real cleansing value than is possible in any other form of soap that the dirt dissolves without a bit of rubbing.

Lux is in flakes, because it is made especially for the washing of delicate fabrics. The flakes melt instantly in hot water.

Use Lux—no rubbing to get the dirt out—no rubbing to get the soap out. No yellowed or roughened garments.

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

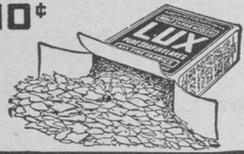
Order it today from your grocer or from any department store. Lever Bros. Co., Cambridge, Mass.

How to wash silk underwear

Whisk a handful of Lux into a thick lather in very hot water. Add cold water till lukewarm. Dip your underwear through the foamy lather many times—work it about in the suds—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.

LUX 10¢

Won't turn silks yellow!



Staigreen LAWN GRASS SEED

"Best on Earth" is prepared by an expert with a thorough knowledge of the grasses indigenous to most soils within 1,000 miles of New York and is composed of grasses of the highest quality, tested for purity and germination.

For \$1.00 we will send you 25 lbs. (enough for a plot 20x40) Staigreen Lawn Grass Seed, the purest, highest vitality lawn grass seed known.

Swamp & Walker Co. 30 & 32 Barclay Street New York



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The wonderful Grecian-Treco fabric which we originated, solved the problem. That is why the Bien-Jolie Grecian-Treco is regarded as the most comfortable, stylish and durable of all corsets.

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PARKER'S METHOD OF HAIR TREATMENT. and HERBEE HAIR TONICS maintain HEALTHY HAIR and correct Unnatural Hair & Scalp Conditions.

Singer SOFT-LITE Glasses. If you work under artificial light you need Soft-Lite Lenses. Scientifically compounded to eliminate injurious rays.

GLASSBERG SHORT VAMP SHOES. In White Kid, Gray Kid, or Suede, Champagne Kid, Ivory Kid.

YOBAN The Private Coffee of the Greatest Coffee Merchants.

Call or Write for Catalogue of Children's Shoes. For Children. Blyn-Plan Nature Shoe. Feel Like Nothing On. Blyn Plan toe freedom and arch snugness develop foot muscles and foot strength—the foundation of foot health and physical comfort.

Red Cross Shoe. Red Cross Booklet on Request. Model 805 1/2—Fine vici kid arch support shoes—tempered steel supports and shanks, extension Counters, and orthopedic heels of the same flexible leather as the famous Red Cross Soles.

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Lehn & Fink Inc. FRAGRANT with the essence of Riviera violets, Lehn & Fink's Riveris Talcum prolongs the lingering pleasure of the bath. Cooling, refreshing, light, free from grit and grease, from boric acid and lime.

BOHN SYPHON REFRIGERATOR. has SEVEN LAYERS OF HEAT-RESISTING INSULATION, including TWO of FLAXLINUM. Many other superior features.

TRANSFORMATION SIMPLEX. Does not involve the wearing of additional hair, but the acquisition of a new coiffure that gives chic and elegance, covering thin gray or faded hair.

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10 Days' Free Trial. No money in advance on any make of cleaner that we recommend. Prices on Hand-Power Cleaners range from \$3.95 to \$15.00.

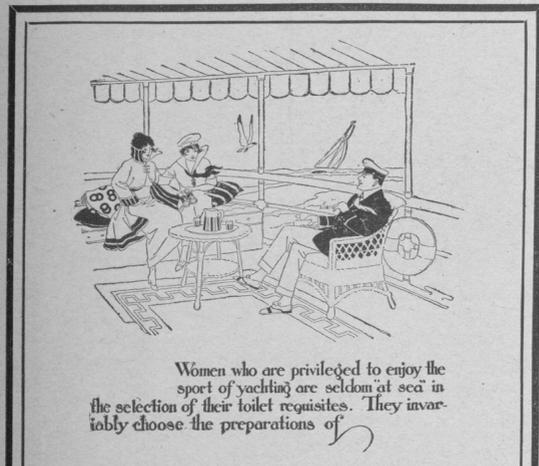
Table with columns for brand names (Hot Point, Frantz Premier, Baby Hoover, Royal, Cadillac, Ohio, Model 4) and prices (Regular Price, Sale Price).

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