



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

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

A Wonderful New Product

Won't shrink woolens! Won't turn silks yellow! Won't injure even chiffons!

NOTHING else like it made anywhere. Not a soap powder. Not a chipped soap. Not a cake of soap! But *wonderful 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

dirty and cleans perfectly *without rubbing*. These flakes won't hurt any fiber, whether cotton, silk or wool! *Can't injure anything that pure water alone won't injure.* 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 fine laundering.



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.

In the choice of your soap product, and in the way you handle woolens, lies the secret of safety, of complete success in laundering woolens.

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

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

Dissolves instantly in hot water

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 all other forms of soap that once you have tried Lux, you will never again be satisfied with anything else for fine laundering.

Why you need these wonderful flakes for all fine laundering

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.

Lux needs only to be used in small quantities owing to its absolute purity and wonderful richness.

This is due to the fact that in *flake* form, Lux can be kept pure and concentrated; in this form,

there is no need for any air, any moisture, or any kind of "filler," which has no cleansing value. *Lux will not harm anything that pure water alone will not 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.

Try Lux for all these things

Flannels
Sweaters
Blankets
Knit leggings
Knit mittens
Fine linen
Fine laces

Muslins
Chiffons
Fine hosiery
All worsted garments
Knit saques or shawls
Corduroy
Chinchilla coats

Babies' clothes
Children's white dresses
All delicate fabrics
Lace curtains
Chenille scarfs
Lingerie dresses
Washable gloves

White spots
White washable shoes
Silk waists
Georgette, crêpe de
Chine waists
Silk underwear
Lingerie waists

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 article in your home? Use it the Lux way—with hot water. Think what it means to you to have found at last 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 and gives a remarkable lather when used in moderately warm water. You can wash silk with Lux over and

over again, and it will stay as white as when you bought it.

Remember these precautions:

Never rub silks.
The Lux suds when used must be lukewarm.
Rinse perfectly in lukewarm waters.
Never dry in the sun.
Stretch thoroughly and press when nearly dry.
Never have your iron very hot.

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 crêpe de Chine and silk waists justifies this claim. I get twice as much wear out of my silk blouses. Have found Lux especially good



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.

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 besides."—D. Fullerton, N. Y. City.

"Lux has greatly prolonged the life of my chambray 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 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.

Now on sale at grocery, drug and department 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 package of Lux and make these tests yourself? If you are not entirely satisfied, your dealer has been instructed 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.

LUX

For All Fine Laundering

LEVER BROS. CO., CAMBRIDGE, MASS.