



Something different!

LUX is the very essence of the finest soap, in flakes. Its use adds to the life of woollens, flannels, filmy laces and all dainty fabrics.

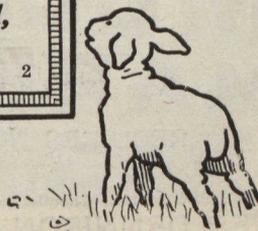
LUX

dissolves readily in hot water and breaks into a foamy, cream-like lather which cannot injure the finest garments or the smoothest hands. It coaxes rather than forces the dirt out of clothes and adds a new note of refinement to wash-day work.

LUX softens the hardest water — makes the bath a luxury and the shampoo a delight. Sold everywhere at 10 cents.

**Sample FREE—write to
Lever Brothers Limited,
Toronto.**

2



Made in Canada.