



LUX



Guards her Treasure Chest

For washing all those dainty fabrics which delight the eye and give a true atmosphere of charm to the wardrobe and the home, there is nothing to compare with Lux—the purest essence of soap in satiny wafer form.

Ladies know and appreciate its powers of keeping the sheerest blouses, the fluffiest woollens and the daintiest lingerie fresh and charming.

It is a genuine war-time economy to trust anything that pure water itself will not harm to the soft, creamy lather of Lux, for to do so is to renew its youth and beauty.

How to Wash Silks

Use a table spoonful of Lux to a gallon of water. Dissolve in boiling or very hot water and stir into a copious lather. Cool with cold water and dip your garment through this rich suds many times. Work it about in the suds—squeezing the water through the soiled parts but do not rub. Rinse in three waters, clear and lukewarm, press out—but do not wring. Dry in the shade. When nearly dry, press on the wrong side with a warm iron—never a hot one. Press crepes from side to side and stretch a little as you press.



Lever
Brothers
Limited
Toronto