



# LUX

## To Give Sweater Coats a New Lease of Life

Now that sweater coats are getting more expensive, it is more than ever desirable that you wash yours with LUX. Of all things a sweater coat, which is seen so much, must be kept soft, fluffy, fleecy, and "new" in appearance. You can keep yours that way and wash it again and again if you do this:

Pour boiling water over LUX flakes—pure essence of soap—allowing 3 or 4 tablespoonfuls for every gallon of water you use. Whip into a creamy lather—only a few seconds is needed. Then put in the garment and stir it about. Let it soak until cool enough for your hands to squeeze the water out of the coat—the dirt just runs away. Rinse without rubbing or dragging in two or three relays of tepid water, and hang to dry.

Very simple. Anyone can do it—just a few minutes' work—and you get a result that the most expert French cleaner might well envy. LUX won't shrink woollens. Won't hurt any fabric or color that pure water may safely touch.

*At all grocers 10c.—British made*

**Lever Brothers Limited, Toronto**

