



Keep Baby's Woollens Soft and Sweet

Even little garments are dear now—you must make them last, and of course you want them always soft and comfy for the important wee person.

The little woollens need never shrink a thread—never stiffen or grow thick—not after repeated washings if you cleanse them in the pure, creamy Lux lather. It's so simple to whip the delicate Lux flakes into rich suds—so simple to squeeze the suds through the little garments—then take the garments out absolutely sweet and clean and fresh.

Lux is on sale at all Grocers, Departmental Stores, etc.

A handy little recipe booklet, entitled "The Care of Dainty Clothes" will be gladly sent free on request.

LEVER BROTHERS LIMITED, TORONTO

LUX

