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IF you haven't tried LUX, Madam, just drop us a card and have us send you a sample free. You'll be delighted with the wonderful way it washes woollens, flannels and all sensitive fabrics. Never shrinks, mats or thickens them. A wonderful economizer.

Send to-day to LUX Dept., Lever Bros., Ltd., Toronto.



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LUX dissolves readily in hot water and makes it soft as a summer shower. It breaks into a foamy, cream-like lather that cannot injure the filmiest fabrics or the daintiest hands. LUX makes the bath a luxury, freshens and soothes the tenderest skin. A shampoo with LUX is a rare delight—it leaves the hair soft and glossy and invigorates the scalp.

**LUX
won't
shrink
woollens
10c**

X

**Pure
essence of
soap in
flakes
10c**

Made in Canada by Lever Bros. Limited, Toronto