



### The LUX way to wash Blankets

*STIR LUX flakes into hot water, allowing three tablespoonsful to each gallon of water. When the water has cooled sufficiently, put in the blankets and move them gently about, dipping them up and down with the hands. Rinse in three relays of hot water—squeeze some of the water out carefully and hang to dry. Result: Snowy, fleecy blankets.*

**WOOLLENS** are getting dearer. Wash them right, though, and you give them years of life. Never twist or wring them—the wool fibres become hard, thick and brittle. Just stir your woollens about in tepid water after the LUX flakes have been dissolved in the water while hot. Use

# LUX

—pure essence of soap in flakes—and you'll be delighted with the fresh, fleecy, clean, NEW feeling your woollens take on. LUX can't harm anything that pure water may touch. No rubbing needed with LUX—pure essence of soap in flakes.—Sold by all good grocers, and British-made by—

10c.

LEVER BROTHERS LIMITED, TORONTO

10c.

WON'T SHRINK WOOLLENS