



LUX



"WON'T SHRINK WOOLLENS"

Comes in the form of shimmery, satiny flakes, prepared of the choicest and purest ingredients for just such exquisite silks and delicate fabrics as you dare not trust to the wash-tub.

The sheerest silk, the softest woollen, the most exquisite lingerie, rises from its bath of LUX fragrant and sweet, without shrinkage or loss of shape—full of life and with all its pristine glow of color, "such stuff as dreams are made of."

And see your hands, when you have dried off the creamy lather, how soft and white they are! Nothing that may be dipped in pure water can be hurt by LUX.

LUX is the one substance that may safely be trusted to cleanse and renew

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.

Milady's Trousseau



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