



"Pretty"—Yes, but so impossible to keep pretty!

"Impossible"—that is, with ordinary soap—cake soap that you have to rub roughly on the fragile material.

Such soap was meant only for plain laundering—it cannot help injuring fine silks and laces for which it was never meant.

Why laundering spoils your silk blouse

Alkali and rubbing are what spoil your prettiest blouse. The alkali makes the silk grow yellow and yellower each time it is laundered. Rubbing coarsens the silk and lace—takes away all the daintiness.

How you can keep your blouse lovely

Lux, the new product for all fine laundering, has absolutely no free alkali, and no rubbing is necessary, because in the transparent Lux flakes is concentrated more real cleansing value than is possible in any other form of soap. It dissolves the dirt—so that without the slightest friction the dirt drops out into the foamy Lux suds.

Your filmiest blouse comes from its Lux tubbing white and sheer as when it was new. Use Lux on anything that pure water alone will not harm.

Try it at once. Your grocer and all the department stores have it. Lever Bros. Co., Cambridge, Mass.

How to wash silk waists

Whisk a handful of Lux into a thick lather in very hot water. Add cold water till lukewarm. Dip your waist through the foamy lather many times—work it about in the sud—do not rub. Rinse in three waters, the first lukewarm, the second cooler, the last cold. Squeeze the water out—do not wring. Dry in the shade. When nearly dry, press with a warm iron—never a hot one. Georgette crepe waists should be gently pulled into shape as they dry, and also should be shaped as you iron.

LUX For all fine laundering

FURNITURE may be just wood or leather measured in terms of dollars and cents.

Here it is a means of home-making, therefore symmetry and beauty must accompany moderate price, so that everyone may know the joy of an artistic home.



Queen Anne Dining Room Suite in American Walnut—10 pieces. Buffet, 72 inches. \$500

You are cordially invited to see the 25 rooms completely furnished on display here. They are interesting and instructive.

KELLNER BROS. S. E. Cor. 15th St. & 6th Ave. SINCE 1891

Advertisement for Robert hair salon, 500 Fifth Ave., N. Y., Tel. Vanderbilt 4118. Specialist of the Permanent Perfected Wave.

Advertisement for Shoe Craft, 47 W. 38th St., New York. Fitting The Narrow Foot. 20% Discount Sale.

Advertisement for Singer Soft-Lite Glasses, Madison Ave., Cor. 100th St., 114 Fulton St., N. Y.

Advertisement for Stop Mouth Breathing, 80 E. 42 St., Dept. A7, N. Y. C.

Advertisement for Ideal Refrigerator, All Metal—Inside and Out. Specially Low Introductory Prices. White Enamel Refrigerator Co.

Advertisement for Sheppard Knapp Son Co. Announcing Our August Furniture Sale. Carpets, Inc., Rugs, Wholesale.

Advertisement for Stewart & Co. Smart Blouses, New Midsummer Model. 5th Avenue at 37th Street.

Advertisement for Fashionette Invisible Hair Nets. Colonial Quality, 1200 Broadway.

Advertisement for I. Hicks & Son, 1328 Broadway, Tel. 35th 35th St., New York City.

Advertisement for Geiger & Braverman, 49-51 West 23d St., New York.

Advertisement for Franklin Simon & Co. Advance Fall Fashion. Serge Dresses. Hats and Shoes illustrated.

Advertisement for Peck & Peck Exclusive Hosiery. Exquisite Silk Hose.

Advertisement for J. & J. Cash, Limited, 15 Chestnut Street, South Norwalk, Conn.

Advertisement for Transformation Simplex, B. Clément, 5 E. 35th St., N. Y.

Advertisement for The Hardman Five-Foot Grand piano. CARUSO Says: "The Hardman is my favorite piano."

Advertisement for Dr. Jeanne A. B. Walter, Patentee. Reduce Your Flesh. Speedily and safely by perspiration.

Advertisement for Allen's Foot-Ease, The Antiseptic Powder to Shake Into Your Shoes.

Advertisement for Diamonds, Pearls, Gems Purchased for Cash.

Advertisement for Are You Deaf? Try the "Lorgnette" phone.

Advertisement for Rebuilder of Gowns, 113 West 27th Street, N. Y.