



Once there was a young bride who collected all of her beautiful Linens and packed them away in Lavender and never used them at all. She was afraid to have them Laundered. So she used Common-Every-Day-Linen all the rest of her life and her Friends all said "How odd that she has no Nice Things."

Don't be afraid to use your exquisite house linens all of the time. For all of the dainty embroideries and fragile laces—every one of the precious treasures in your trousseau can be washed and come out just as fresh and white as the day they were bought.

You always can tell

With Lux, the new soap product, you are not taking any chances when you wash your fine linens. You always

know the results will be all you could hope for.

Lux is quite different from ordinary soaps. It is in pure opalescent flakes, as light as thistle-down. Shake them into hot water and see what a sparkling, frothy lather they churn up into. Lux makes rubbing quite unnecessary.

Just dance the clothes up and down, squeezing them a bit and all the dirt disappears. Out they come as white and clean as you could wish, with every bit of soap rinsed out. Any fabric that is safe in pure water is safe with Lux.

Read the directions for washing fine linens and laces. Get a box of Lux at your grocer's or at any department store. Lever Bros. Co., Cambridge, Mass.

How to wash lace and embroidery

Throw a handful of Lux into boiling hot water. Whisk into a thick lather. When cool enough for the hands to bear, put in the lace or embroidery and let it stand in the suds. Do not rub. It may be gently squeezed or dipped up and down unless very tender. In this case just let it stand in the suds.

LUX For all fine laundering



ARMY-KHAKI TRENCH COATS, Middy for Tennis, Chevy Chase, ADIRONDACK, PREPAREDNESS UNIFORM, Freneau Sweeney, ARMI-KHAKI SPORTS CLOTHES

The Season's Vogue Transparent Wraps, Exquisitely hand embroidered wrap, Lane Bryant

Franklin Simon & Co. BOYS' SUMMER APPAREL. Distinctive models, cut on youthful lines, the majority are washable and guaranteed fast colors. 412-Khaki Camp Suit, 414-Khaki Naval Hat, 414-Single Breasted Separate Jacket, 414A-Separate Jacket, 414B-Separate Knickerbockers

HAMILTON GARMENT CO. 40% REDUCTION SALE OF COATS AND DRESSES. ALL WOOL VELOUR COAT, TAFFETA DRESS, SILK CREPE DE CHENE DRESS

SHOE-CRAFT, Fitting The Narrow Foot, PROTECT YOUR NOSE AND THROAT, Na-Sol Chemical Co., R&G CORSETS

THE HARDMAN FIVE-FOOT GRAND \$725 Convenient Terms, Sit down at a Hardman Five-Foot Grand. Play the piece you love best.

JUST OFF THE AVENUE The W.H.T. Jersey Shop, "The Smartest Furniture Shop—near the Smartest Street in the World"

Leonard's 24 West 39th St., N. Y. Smart Apparel for Stout Figures. The correct lines for the full-formed woman are those which tend to show slenderness and youth.

FURNITURE of distinction, in a variety of choice designs to suit every taste and every purse. Queen Anne Dining Room Suite in American Burl Walnut, 10 pieces... \$430. KELLNER BROS. S. E. COR. 15th ST. & 6th AVE. SINCE 1891

BONWIT TELLER & CO. Unusual Modes in Summer Attire for Women & Misses

Deaf Persons after trying electrical and other devices find that the OTOPHONE is one of the best aids to hearing.

Quality—Service—Price DALE Our Designs Help to Make Your Home Attractive. Dale Lighting Fixture Company

The Nestlé Permanent Hair Wave. A percentage of our clients think that we give them too loose a wave. This has its reasons. One of them is that where the elasticity of a certain hair is against a tighter wave we keep it looser.

Runkel's. A garment is only as good as its seams. Is it sewed with silk? Is it sewed with silk?

ESTABLISHED 1857 Priscilla SEWING TABLE Solid Mahogany Very Special \$5.75. SHEPPARD KNAPP SON CO. Wholesale Retail 39-41 West 23d St.

VAN RAALTE Veils Look for the little White ticket VAN RAALTE MAKE

PEBECO TOOTH PASTE the dentifrice that checks "Acid-Mouth"—an acknowledged cause of tooth decay.

KIM DE-ODORANT An absolutely harmless preparation for removing the odor of perspiration. Price 25c & 50c per Jar