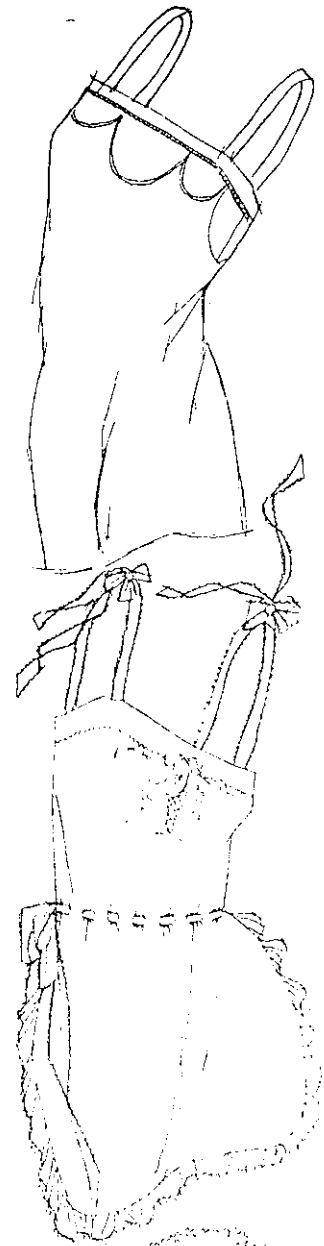


Your most precious underthings



EVERY year your underthings grow daintier, lovelier, more delicate —and more easily ruined. Yet, without a moment's worry about their care, you select the filmy things you love, because you *know* they'll last and keep their freshness. For you see to it that your precious underthings are never washed with anything but Lux.

Triple voile, satin, and the most delicate silks won't pull or lose their sheen; subtle colours will not fade, when they are washed in Lux. Lux will not harm any fabric that water alone will not injure.

Buy LUX in the big new packet. It is made in New Zealand. Lever Brothers New Zealand Limited.

A little LUX goes so far, it's a real economy to use it.

LUX

