

Brides-to-be say: "We're keen about
NEW QUICK LUX"

Smart stores say: "We're
 enthusiastic about it, too!"



• "I'm keen about new, quick Lux for my trousseau lingerie," says Helen Kennedy (above). BONWIT TELLER, Philadelphia, says: "It keeps lingerie lovely far longer!"
 • New, quick Lux is so fast! In water as cool as your hand, it dissolves 3 times as fast as any of 10 leading soaps tested.

• "I'm crazy about De Pinna's 'going away' rayon print—and about new, quick Lux for its care," says Florence Pritchett (above). • DE PINNA says: "We advise new, quick Lux for washable rayons, silks—for all colors that are safe in water alone!"

• "This embroidered piqué wedding dress will be wonderful for parties later—of course it will be Luxed!" says Peggy Diggins (above). JANE ENGEL says: "Use new, quick Lux to keep cottons smart longer!" • New, quick Lux is thrifty—gives more suds (ounce for ounce) even in hard water than any of 10 leading soaps tested!

• "These blankets will look gorgeous with new, quick Lux care!" says Ann Hutchinson (left). "It's perfect for fine blankets and linens," adds GRANDE MAISON DE BLANC. • Avoid harsh soaps, cake-soap rubbing—new, quick Lux is thrifty, speedy, safe! Use it for all fine washables!



In the same familiar box—at no extra cost to you