How Millie Keeps Her Summer Frocks Smart Looking — by Suzanne Gay

Keep your dresses pretty and fresh all season long

Clothes cost money, so it pays to keep them like new with Lux. Clever girls who dress well on little money almost always use Lux.

Before washing, test the end of a snip or the inside seam of your dress in water. If it’s safe in water it’s safe in Lux. Use lukewarm Lux soda, rinse well and knock out the water with a towel. Press on the wrong side.

This way you keep silk, woolen and the smart new cottons color-fresh—perfect in fine and Cozy. Avoid ordinary soaps — those often contain harmful alkalis. Never wash dresses in lukewarm water. Use only Lux and prevent stains, lettuce-, mold growing.

Anything safe in water is safe in LUX