The Chiffons & Printed Silks

Paris is now wearing

Practical only if guarded from two enemies

The Longchamps track is brilliant now with smart women wearing the new creations of the Paris couturiers.

Everywhere are printed silks and chiffons, the newest versions of silk crepe—a bewildering variety of lovely fabrics in fascinating colors!

Such delicate fabrics, such exquisite colors are practical only if you guard them from two enemies.

The first danger is rubbing with cake soap. Rubbing destroys the rich, soft sheen of silks and chiffons. The other menace is the destructive alkali contained in so many soaps—regardless of whether they are flakes, chips or cakes. Alkali fades colors and weakens the sensitive silken fibres—may cut their life in half.

With Lux you avoid these destructive foes of silks and chiffons. Trust your precious new dresses only to Lux—anything less is a risk. The rich, bubbling Lux suds cleanse without harmful rubbing. The tissue-thin Lux diamonds contain no harmful alkali. Any fabric that is safe in water alone Lux leaves bright and unfaded, as beautiful as new. 30,000,000 women use Lux to keep their precious fine things ever lovely. Lever Bros. Co., Cambridge, Mass.

LUX
Time-saving desserts

FRENCH FRYING in Crisco has become such a delight to me (it's so simple and easy and saves so much time) that I fry even some of my desserts! For now that days are growing longer and warmer, frying saves heating the kitchen with a hot oven.

On this page I am giving you recipes for four of my favorite fried desserts. They are as delicious and attractive "Frenchy" things as one could wish for.

For everything properly fried in Crisco comes out a beautiful golden-brown, and digestible—never greasy. Crisco, at proper frying temperature, puts a quick brown seal on foods which keeps them crisp and prevents the fat from soaking in. And, at proper frying temperature, no smoke or unpleasant odors in your kitchen, either!

If you wished, you could even fry a whole meal in the same kettle of Crisco and no one food would taste a bit of any other. Fry in the same Crisco over and over again—simply strain the Crisco back into the can after each use.

Really I do not know how I could keep house without all the good things to eat that Crisco gives me: cakes of every kind that you simply cannot tell from butter cakes; tender, flaky pie-crust; fluffy, golden biscuits; featherly muffins and crisp, brown cookies.

An Astonishing BLINDFOLD TEST

See if this doesn't give you the greatest surprise of your whole cooking experience. Put a little Crisco on the tip of your nose. On the tip of another place a little of the fat you are now using; have someone blindfold you, and give you first one, then the other to taste.

Now did you ever imagine there could be such a striking difference in the taste of cooking fats? Think what an improvement in Crisco's own sweetness and freshness will make in your own cakes, pies, biscuits, and fried foods.

Free! COOK BOOK
"12 Dozen Time-Saving Recipes"

A new and unusual cook book. Into it we have gathered 154 tested recipes, all chosen because they are simple, easy and quick to prepare. Yet each makes a perfectly delicious dish. These are dozens of suggestions, too, that will save you money when you prepare the book, simply fill in and mail the coupon at the right.

To test your cooking fat, taste it. Crisco's sweet flavor will astonish you.