

What's Wrong with *Marriage?*



WIFE THINKS:

What irritates me is the way that Bill curls himself in the paper every morning . . . the way he yawns almost before he's through dinner and turns in so early he's snoring before I finish undressing. . . but mostly it's the bored way he dresses me (like a woman) and the way he looks at me when I'm in the bath. . .

HUSBAND THINKS:

I'm getting fed up with the way Mary has changed. She used to be so dainty—nowadays she wears curlers at breakfast—dresses up for company, but takes no pains for me. WORST OF ALL, she often wears lingerie that neither looks nor smells attractive. I know she thinks I've grown indifferent—but I'd be just as much in love as ever if she were only as dainty and fastidious as she used to be.

Rule No. 1 for a happy marriage: DAININESS WINS

In love when they married? Of course—eagerly, rapturously. And they could be now!

Husbands want to idealize their wives. They may try to close their eyes to disillusioning things that rub the bloom off marriage. But there are faults which no one can ignore. Lack of daintiness—carelessness about perspiration odor—is the greatest of these.

Avoid Offending . . . Even a suggestion of perspiration odor from underthings kills any thought of romance. Why risk it? It can be avoided so easily by using Lux.

Simply do this. After each wearing, toss underthings into a bowlful of Lux suds. Lux removes every trace of odor—leaves lingerie lovely to look at. Saves colors!

Avoid the ordinary soaps which contain harmful alkali—and make soap suds. Anything safe in water is safe in your tub.

**dainty
women Lux
lingerie
daily**

