Chlorine bleach is by nature a fabric killer. Whenever possible keep it out of the reach of clothes.

LIGHTNING WHITE LAUNDRY CHART

GENERAL: Chlorine bleach should never be used as an all-purpose laundry aid.

Lightning White should *always* be substituted for chlorine bleach when a general clothes whitener is needed because bleach damages many fabrics.

Chlorine bleach should never be used on wool, silk, spandex, unfast colors, natural sponge and many wash-'n-wear items. Bleach should never be used on *any* fabric for *any* reason without first consulting the manufacturer's label.

Chlorine bleach should never be used in combination with common household ammonia. The resultant is a highly hazardous gas.

It is the opinion of many laundry experts that the amount of chlorine bleach recommended by the manufacturers of bleach *is at least twice what is considered safe* for cotton, linen, and other natural fabrics. It is suggested that when following label directions this fact be remembered.

It should be understood that chlorine bleach, no matter what its drawbacks are, is an excellent disinfectant. It should never be used as a disinfectant for clothes, however, without considering the damage it might do. One safe substitute: hydrogen peroxide.

It is wise to choose a substitute for chlorine bleach when trying to remove stains from clothes. However, there are a few cases where there is none less harmful than bleach.

When trying to remove stains from clothes, it is *most* important to remember that carbon tetrachloride is *never* to be used. Its fumes are harmful and sometimes fatal. This point is emphasized because a current stain-removal chart given wide circulation suggests the use of carbon tetrachloride. This suggestion is unthinkable.

STAIN-REMOVAL RECOMMENDATIONS:

Blood & meat juice. Soak in cold water. If stain remains, soak in 1 gal. lukewarm water, ¼ cup Lightning White & 3 tbls. household ammonia. Launder in lukewarm water & Lightning White & detergent. If necessary, use a diluted, safe household bleach.

Adhesive tape. Sponge with safe cleaning fluid or banana oil. Launder in Lightning White & detergent.

Alcoholic beverages. Sponge quickly with cold water, then with glycerine & water. Rinse in vinegar & water solution, then clear water. Launder in Lightning White & detergent.

Chewing gum. Rub with ice. Scrape off as much gum as possible. If stain persists, sponge with safe cleaning fluid. Launder in Lightning White & detergent.

Chocolate/cocoa. Apply paste of hot water & detergent. Rinse with hot water. Launder in Lightning White & detergent. If stain persists, sponge with hydrogen peroxide.

Coffee/tea. Soak in cool water. Launder in Lightning White & detergent, with water as hot as fabric permits. If stain persists, bleach with hydrogen peroxide or other non-chlorine bleach.

Ice cream/cream/milk. Soak in cool water. Launder in Lightning White, detergent & hot (or warm) water.

Crayon. Sponge with safe cleaning fluid. Launder in hot (or warm) water, using Lightning White & detergent.

Deodorant/perspiration. Apply solution of Lightning White & detergent. Launder in regular fashion.

Dye & running. For cottons & linen, treat with commercial color remover—for example, Tintex. For colorfast fabrics, soak in solution of hydrogen peroxide (1 tbls. to 1 gal. water) & 2 tbls. detergent. Fresh stains often respond to an immediate rinse in cold water.

Fruit. Launder in regular fashion with Lightning White & detergent. Now treat remaining stain as follows: cover area with sodium perborate bleach & add drops of hot water to make a paste. Next add a few drops of household ammonia. Wait 15-30 minutes, then launder again as above.

Grass. Launder in hot water, Lightning White & detergent. If stain persists, use chlorine bleach according to directions. Now rewash. For colorfast fabrics, use hydrogen peroxide to bleach, then launder in warm water, Lightning White & detergent.

Lipstick/rouge. Sponge with safe cleaning fluid. Launder in Lightning White & detergent.

Mustard. Rub glycerine into stain. Launder in Lightning White & detergent. If stain persists, soak in solution of 1 tbls. sodium hydrosulfate to 1 pt. water. Sponge with alcohol. Re-launder.

Ink/ballpoint ink. No results are certain. Sponge with safe cleaning fluid, then brush on paste of detergent and household ammonia. On washable white fabrics, bleach if necessary with chlorine bleach according to directions on label. On washable colored fabrics, do as suggested above, only substituting perborate bleach for chlorine bleach. Launder in Lightning White & detergent.

Paint. Scrape off fresh paint. Sponge with safe cleaning fluid. Launder in Lightning White & detergent.

Rust. Apply salt and lemon juice. Place in sun (if possible) to dry. Now rinse. Finally launder in hot (or warm) water, Lightning White and detergent.

Soft drinks. Sponge with equal parts alcohol & glycerine or lukewarm water & alcohol. Launder in lukewarm water, Lightning White & detergent.

White socks. Soak in ½ cup Lightning White & ½ cup liquid detergent. Launder in regular fashion.

Yellow discoloration in synthetics. Soak for 1 hour in solution of ¼ cup Lightning White to 1 gal. water. Launder in solution of Lightning White only. Re-launder if necessary, adding cup of non-chlorine bleach. Always wash white garments in separate load. Note: yellowing may be the result of using chlorine bleach. Check the label on the garment for possible warning on this point.

Stained diapers. Soak diapers in pail holding solution of ½ cup Lightning White, ½ cup household ammonia & ¼ cup detergent. Spin water from diapers before washing in Lightning White & detergent.

Work clothes. Shake garments to remove loose soil. Turn down cuffs & turn out pockets. Soak in solution of ½ cup Lightning White & ½ cup liquid detergent. Launder in regular manner.

A message from new Lightning White the clothes saver.

Chlorine bleach is often misused and misunderstood.

It is a strong chemical. It cannot be used on many fabrics without damaging them.

This is a simple fact of life.

And this is why you see the chart on this page. For it is about time that women understood the correct use of chlorine bleach.

One thing that a look at the chart will show you is that there are safe, effective substitutes for bleach.

One of these substitutes is new Lightning White—the clothes saver.

New Lightning White whitens clothes without harming them in any way. It is absolutely safe to use.

New Lightning White also brightens clothes, helps wash them clean, makes them soft. And safely, of course.

New Lightning White also allows you to use a good deal less detergent per wash—up to half as much.

Two recommendations, then:

Study the chart.

Try new Lightning White—the clothes saver.

You will profit from both recommendations.

By the way, if you're not delighted with new Lightning White, you can have double your money back!

15¢ Store Coupon 15¢

Worth 15¢ on your purchase of new Lightning White

To the Dealer: Your Staley representative will pay you 15¢ plus 2¢ handling charge for each of these coupons. Or, you may mail coupons directly to A. E. Staley Manufacturing Co., Coupon Dept., P.O. Box 1820, Decatur, Ill. 62525. This coupon must be redeemed only on Lightning White. Any other redemption constitutes fraud. Invoices proving purchase of sufficient stock to cover coupons presented must be shown upon request, and failure to do so may, at our option, void all coupons submitted for redemption for which no proof of products purchased is shown. OFFER VOID IF PLAN OF MERCHANDISING IS TAXED OR RESTRICTED. Cash value 1/100th cent. OFFER LIMITED ONE PER FAMILY.

15¢ Redeem at Grocer's 15¢

(Save on the clothes saver)