

Now for the First Time

LINIT

the Remarkable Starch Discovery is Offered to the Housewife!

HAVEN'T you often said to yourself: "How I wish the dainty things I am so proud of would always stay as fresh and beautiful as when they first came from the store?"

For, as every woman knows, once washed, these garments seem to lose something of the beautiful finish they had when first brought home.

This applies not only to your personal garments, but to your children's wash clothes, your table cloths and napkins, your sheets, pillow cases and bedspreads, and to all your summer dresses, aprons and waists.

Secret of the Natural Linen Finish

THE secret of the lovely linen finish you find even in new cotton goods is now easily explained. It's all in the starch the great manufacturers use. Such a starch is Linit—the new scientific starch discovery.

Linit makes even your most inexpensive cotton garments and fabrics *look and feel like linen*—with a soft, cool, pliable finish usually found only in pure linen itself. Linit gives your fine fabrics, shirt-waists, children's wash clothes,

men's shirts and soft collars, that natural, rich linen finish you admire so much in goods just from the store.

Makes Cotton
Look and Feel
Like Linen



Preserves the Life of the Fabric and Resists Wear

BECAUSE Linit is made by an improved process, it remains free-running like water. This enables Linit to penetrate every thread of the fabric, helping to preserve the material and increase its length of life.

This penetrating power in Linit also saves you much time and annoyance, as it absolutely prevents caking, smearing, or sticking to the iron.

And not only will all your cotton fabrics and garments have a cool and refreshing linen finish, but you will also notice the entire absence of

disagreeable lint. It is because of this lint that fabrics soil so quickly.

For your fine and dainty garments, you can also use Linit *instantly* in cold water. See directions on the package.

The very next time you starch, use Linit with your handkerchiefs, curtains, table cloths, children's dresses, bloomers, slips or petticoats, cotton underwear, infant's lawn or organdie caps, sheets, pillow cases, bed spreads, men's soft collars, ladies' collars and cuffs, summer dresses, aprons or waists, dusting caps or scarfs.

Notice the Economy of Starching With Linit

For the following use $\frac{1}{2}$ cup Linit to 14 cupfuls of water:

Shirt waists	Sheets
French blouses	Pillow cases
Fine laces	Women's and
Fancy aprons	Children's dresses
Cotton handkerchiefs	

For the following use $\frac{1}{2}$ cup Linit to 12 cupfuls of water:

Table cloths	Gingham dresses
Doilies	Boys' suits
Bureau Scarfs	Men's soft collars
Gingham aprons	Children's rompers

For the following use $\frac{1}{2}$ cup Linit to 10 cupfuls of water:

White linen skirts	Doctor's or dentist's white coats
White uniforms	Uniform aprons

CORN PRODUCTS SALES CO.
1316 Merchants Bank Bldg., Indianapolis, Ind.

Your Grocer Now Has Linit—Get a Package Today

LINIT is made by the Corn Products Refining Co., makers of the famous Argo and Kingsford's Starches

