



ALL ABOUT BLUING

Everything you ever wanted to know about Bluing

Mrs. Stewart's Bluing (MSB) has continued to be the favorite fabric whitener of generations. As home washing tips are shared among friends, more and more people are discovering the uniqueness of MSB! It's easy to use, low cost, and environmentally friendly.

Newspaper articles, "Fixit" columns, websites, and social media posts make mention of MSB and its longstanding history of creating the whitest-looking clothes! Yet, many people do not know just what bluing is, the many uses it has, and why it gives white clothes that "just-bought" whiteness.



Blue and White Make the Whitest White:

It is said that color experts can distinguish about 300 shades of white. If you look around you at all the "white" objects, you will see the many different shades. Some are pink-white, some are gray-white, etc., but the white which is the brightest, the "whitest white" to the human eye, is one which has a slight blue hue. To prove this point, place a brand-new shirt or blouse next to one which has been laundered for a while and notice the difference. They will both look white until placed next to each other when the new one will appear much whiter, and the blue hue will be evident.

Because blue-white is the most intense white, most artists, when portraying a snow scene, will use blue color to intensify the whiteness. As color experts would explain it, the proof can be seen in the spectrographic comparison of the two whites – the one with blue added will reflect more light, making it appear whitest. This is why homemakers looking to return their white clothes to their original sparkling white color use Mrs. Stewart's Bluing.

White Fabric Isn't "White"!

In their original state, white fabrics are far from white. Unbleached cotton fabrics, known to the trade as "gray goods", are yellowish or gray. Raw wool is, too, even from the whitest fleece. Most synthetic fibers are not white but tend to be grayish or off-white. These all must be bleached, usually by some chemical that removes most of the yellow color. Even this bleaching is not enough. To make white goods acceptable to their customers, manufacturers of white clothes, sheets, towels, and linens, treat them with bluing to achieve a bright white product.

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The Blue Hue Must be Renewed

After fabric goes into use, its fresh look is diminished by soil, stains, continual washing, and drying. Bluing is not permanent and through excessive care, rinses away. MSB allows the consumer to re-blue their white items, restoring that just-bought brightness.

In the late 1800s and early 1900s, bluing was used by everyone who wanted to have bright whites. A typical laundry setup consisted of three (3) tubs – the wash tub, the rinse tub, and the bluing tub. The bluing tub was filled with cool, clear water and just enough bluing to make the water a light sky-blue color. White clothes and sheets were washed, rinsed, passed through a wringer – and finally dipped in the bluing tub and hung to dry in the sun.



Basic Instructions for Use Mrs. Stewart's Bluing

The following instructions can be found on the back of each bottle of MSB:

Always dilute the bluing **BEFORE** adding to the wash load or rinse water.

1. Mix a few drops or up to **¼ teaspoon** of bluing (depending on wash load size) in a quart or more of water.
2. Add diluted bluing to wash water or final rinse (water should appear light sky blue)

Always dilute the bluing in a container of clear, cool water before pouring it into the machine when clothes are present, as any fiber can absorb an excess of undiluted bluing, causing spots.

For more detailed instructions and tips about using MSB, including using bluing in front-loading and high-efficiency washers with product dispensers, please visit our website.

Laundry Additives

Most of the detergents on the market today do a good job of removing soil and dirt. Many have additives that you may or may not wish to use. Heavy stains should be pretreated with a good stain remover before washing to assure removal of the stains. While bleach is a good stain-remover, continued bleach use can weaken fibers.

MSB is a gentle and safe alternative to bleach for whitening fabric.

PLEASE NOTE:

MSB is not a stain-remover. It is an optical whitener.

We advise against using bleach and bluing in the same cycle.

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Where Can I Buy Mrs. Stewart's Bluing

MSB is available in most of the leading grocery stores throughout the United States. If you are unable to find MSB at your local store, please contact us. You can also purchase MSB direct from us via our website at www.mrsstewart.com or by calling us, toll-free, at 800-325-7785.



Did You Think MSB was used Only in the Laundry?

In the 140+ years that consumers have been using MSB, dozens of additional uses for our product have been discovered! We know of no other product, laundry or otherwise, that has as wide a variety of uses! For more information and more visit our website or contact us.

Making a Salt Crystal Garden

Known as a "Depression Flower", or "Coal Garden", children and families have been making this fascinating science project for generations! Teachers, Scouts, everyone!

Whiten Hair

White, gray or salt and pepper hair can be easily, safely whitened or brightened by adding a few drops of MSB to the rinse water. Less than a penny per use!

Whiten Animal Hair and Fur

Owners of white dogs and cats have known for years about the benefits of adding a few drops of MSB to their pet's rinse water when bathing to make their hair the whitest white. Even horse, sheep and rabbit owners claim blue ribbons at fairs thanks to the whitening power of MSB.

Swimming Pools

By adding a bottle or two of MSB where pool water re-enters from the filtering system, pools can look "Pacific Blue" safely. Many pool manufacturers and pool chemical supply houses use it in their display pools. Try a few drops in your child's bath water, too!

Fountains

A California motel owner has been using MSB in his fountain, which he claims has inspired many others in his area to display that clear, Pacific blue water in fountains, bird baths, and garden pools. Because MSB does not affect water clarity, it can be used to change otherwise drab-looking water into a pool of beauty.

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Relieve pain from Ant Bites and Bee Stings

Years ago, the University of Arizona printed a booklet on treatment for snake and insect bites in which it recommended MSB be used to treat the bite of a Red Harvester Ant. They claim it to be "laboratory tested". And countless letters received over the years tell us how immediate the relief is when dabbing MSB on a bee sting!

Fine Crystal

A few drops of MSB when rinsing crystalware or glass chandeliers makes them absolutely sparkle, and people tell us they stay clean longer (perhaps the bluing repels dust?)

Medical Uses

MSB is used in medical laboratories to mark excised tissue for orientation. It is also used in Podiatry labs to distinguish layers in casting. Drug testing companies and departments in hospitals and occupational labs use MSB in the toilet when testing urine for illegal substances.

Other Uses

MSB has been used to trace leaks in automotive cooling systems, plumbing drain systems and toilets. Blue-tipped carnations can be made by adding a little MSB to the vase. Potters use MSB in their glazing techniques. Sculptors use MSB in making plaster casts.

Salmon Fishing

Salmon fishermen are using a formula that includes MSB to brine herring bait for salmon fishing.

AND ON AND ON AND ON!!

For information on these uses and more, visit our website at www.mrsstewart.com or contact us. If you have a use for MSB that is not listed and would like to let us know, we'd love to hear from you!

Disclaimer:

MSB is manufactured and tested as a laundry whitener only. All other uses are "at your own risk". While we advertise MSB for some other uses, we try to remain clear that these other uses come to us from loyal customers and we pass the information on as a public service.