

"Be Lovelier Tonight!"



"My Beauty Facials
bring quick new
loveliness!"

**JUDY
GARLAND**

one of the Stars of
Metro-Goldwyn-Mayer's
"Ziegfeld Follies"

Why don't you try Judy Garland's Active-lather facials with Lux Toilet Soap? It's wonderful how they leave skin softer, smoother! Smooth the creamy lather well in, rinse with warm water, splash on cold. As you pat gently to dry with a soft towel, skin takes on fresh new beauty.

Don't let neglect cheat you of Romance. This gentle care famous screen stars recommend will make you lovelier tonight!

In recent tests of Lux Toilet Soap facials by skin specialists, actually 3 out of 4 complexions improved in a short time!



You want the loveliness that wins!
Active-lather facials give skin fresh new
beauty that makes pulses beat faster!



9 out of 10 Screen Stars use this Beauty Care

FIGHT WASTE— Soap uses
vital materials. Don't waste it!

—Lux Girls are Lovelier!