

Betty's ready for 8 hours Beauty sleep..

What about her SKIN?



Let's hope Betty removes daytime make-up Hollywood's way—guards against unattractive Cosmetic Skin

BEAUTY sleep's *important*—for you and for your *skin*, too. So don't go to bed with daytime make-up clogging your pores—spoiling your beauty.

Many a girl who *thinks* she removes cosmetics thoroughly leaves bits of stale rouge and powder still in the pores. It is this *choking* of the pores that causes unattractive Cosmetic Skin.

Look closely in your mirror

now. Do you see enlarged pores, tiny blemishes—blackheads, perhaps—warning signals of this modern complexion trouble? Then it's time to start using gentle Lux Toilet Soap—Hollywood's beauty care!

Cosmetics Harmless if removed this way

Lux Toilet Soap is made to remove cosmetics *thoroughly*. Its **ACTIVE** lather sinks deeply into the pores, swiftly carries away *every vestige* of dust, dirt, stale cosmetics.

Before you put on fresh make-up during the day—**ALWAYS** before you go to bed at night, use Lux Toilet Soap—the gentle care that for years has guarded Hollywood's priceless complexions.

In this way you can *protect* your skin—keep it lovely!

Use Cosmetics? Yes, indeed!
But I always use **Lux Toilet Soap** to guard
against Cosmetic Skin



Claudette Colbert

STAR OF
PARAMOUNT'S "CLEOPATRA"

