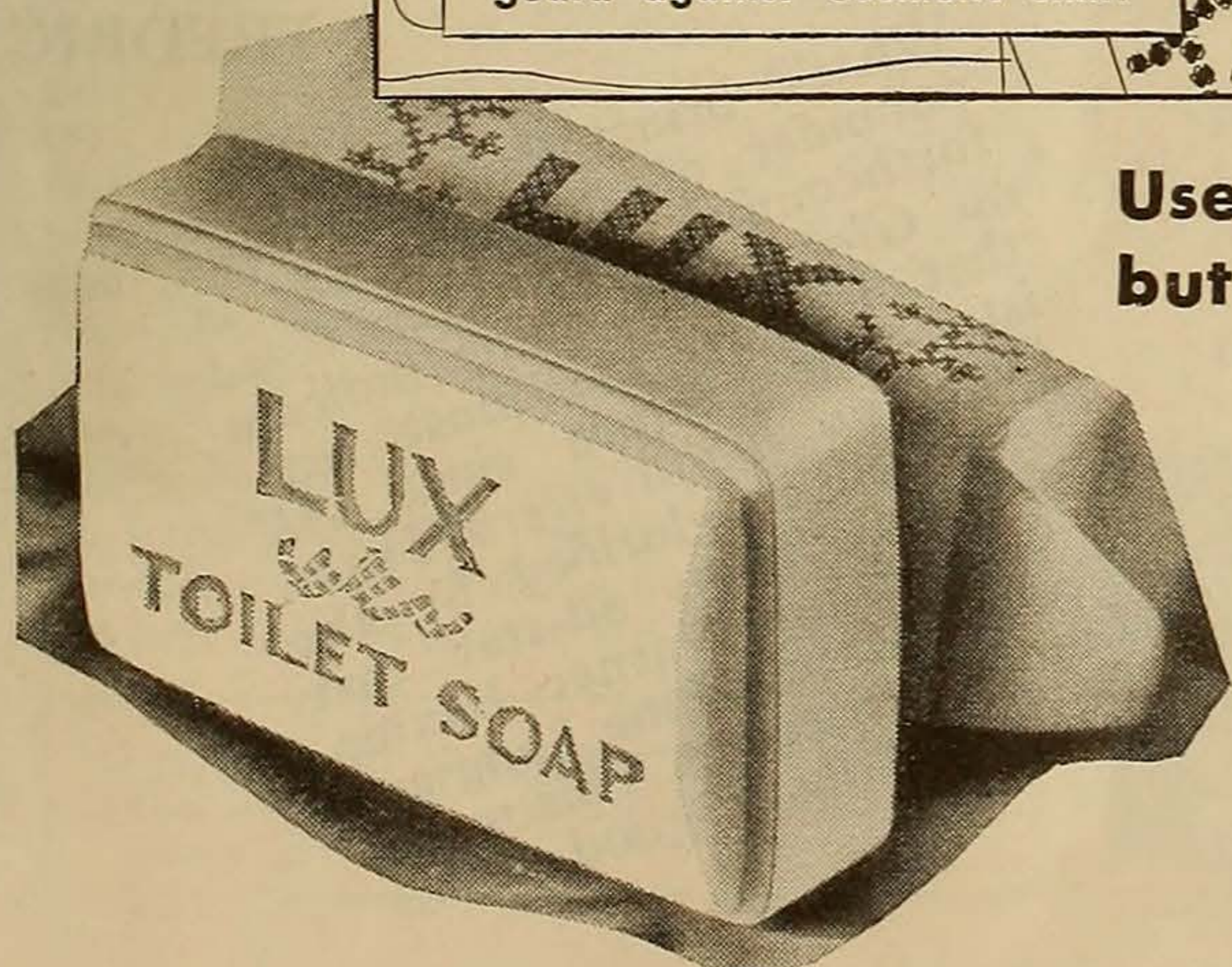


# Here's JOAN BLONDELL caring for a million-dollar skin



STAR OF WARNER BROTHERS' "COLLEEN"

Here's a girl like YOU who's learned Joan Blondell's beauty secret



## Use cosmetics all you wish but don't risk Cosmetic Skin

**I**T'S foolish for any girl to risk the tiny blemishes and enlarged pores that mean Cosmetic Skin!

Guard against this danger with Lux Toilet Soap. Its ACTIVE lather removes *thoroughly* every trace of dust,

dirt, stale powder and rouge. Don't take chances with dangerous *choked* pores! Cosmetic Skin develops *gradually*. To *protect* your skin, follow this simple rule:

Before you put on fresh make-up—ALWAYS before you go to bed, use pure, white Lux Toilet Soap. This care keeps million-dollar complexions flawless!