

"It is such fun to have lovely clothes stay fresh and new-looking" . . .

says RENÉE ADORÉE

"I LOVE CLOTHES," laughed Renée Adorée, "especially fussy, frilly, feminine ones—the kind that seem so impractical.

"But it breaks my heart to have them look soiled and shabby from wearing. Life here in Hollywood is dreadfully hard on them.

"At first I used to depend upon having most of my clothes dry cleaned. But oh, the time it took!

"Of course I knew that nearly everything one buys nowadays is supposed to be washable but I dreaded the attempt. I had heard of such disastrous results from washing. But my maid assured me that my clothes would wash perfectly in Lux. So then and there I gave her an arm-load of frocks and told her to prove it!

"The results were wonderful! Now all of my sports clothes and most of my tailored things go into her tub. But her greatest triumph comes when she gets one of my truly feminine frocks. What she can do with the help of Lux is almost too good to be true. And she says it's so easy—as long as a fabric won't run in plain water anyone can get perfect results with Lux."



True daughter of France, Renée Adorée—the vivacious Metro-Goldwyn-Mayer star—was born with that marvelous flair for clothes so characteristically French, coupled with a joyous humor that is all her own.



Two things Renée Adorée can never resist are a playful dog and a beautiful negligee. She often indulges her passion for both at the same time, knowing that she can depend upon Lux to keep the negligee exquisitely fresh no matter how hard she wears it.

*If it's safe
in water . . .
it's just as
safe in Lux*



*Now the big package
— it's so convenient!*