



ANOTHER case of mixed nationalities. Ramon Novarro of Mexico woos Norma Shearer of Canada under the direction of Ernst Lubitsch of Germany. The result is this Chinese kiss. There are as many representatives of different nations involved in the making of "Old Heidelberg" as there are in a Swiss hotel. You will see the picture sometime in the early Fall.



The value of relaxation, robed in a gown of some exquisite color to match her mood, is one of the secrets of life which Miss Shearer has learned very early. Does it perhaps account for her marvelous poise and graciousness?

“Now it is easy to keep my loveliest frocks and sweaters looking like NEW”

says **NORMA SHEARER**

“**M**Y clothes must be in perfect condition all the time!” and Norma Shearer smiled as she talked of her problems as a star.

“You can’t imagine what that means with clothes worn in the studio or on location. The life of the screen is really hard on clothes! No matter how grimy a dress may become today, it must be fresh again tomorrow! In fact, everything in my wardrobe must be ready for instant use.

“When I first started in screen work that was awfully hard for me. Often there is no time to send things to the cleaners’ yet make-shift cleaning would not do at all. I found that out when I tried to sponge off the spots my Jerry’s paws left on a printed silk frock with soap and a damp cloth. My treatment only made the situation worse!

“Then mother stepped in and bore the frock off. Next day it looked as good as new! She had

had my maid wash it in Lux. Now, between them, they keep my loveliest frocks and sweaters, my most

adorable negligees and underthings, as well as all my sport togs, exquisitely fresh all the time.

“But they could never do it without Lux. Mother says old-fashioned washing methods—rubbing or using harsh soaps—would ruin things in no time,” says Norma Shearer, Metro-Goldwyn-Mayer.

*“If it’s safe in water
... it’s just as safe
in Lux”*



ONCE the lovely clothes which fill her wardrobe were a trial as well as a delight to Norma Shearer. But now she can enjoy them all the time—thanks to Lux!

