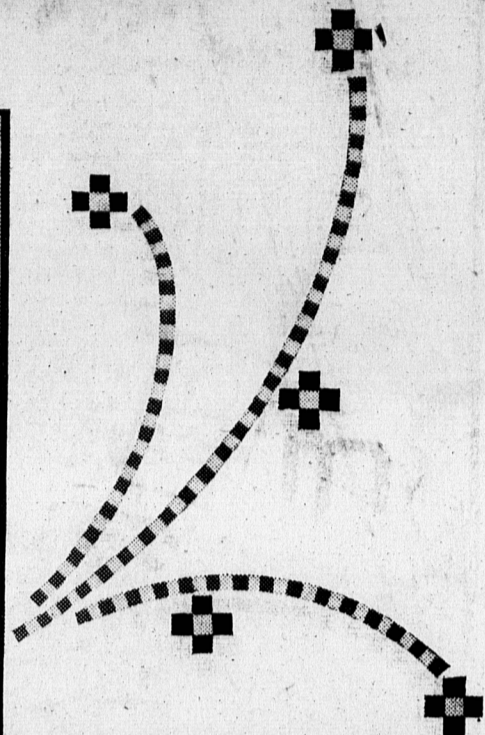
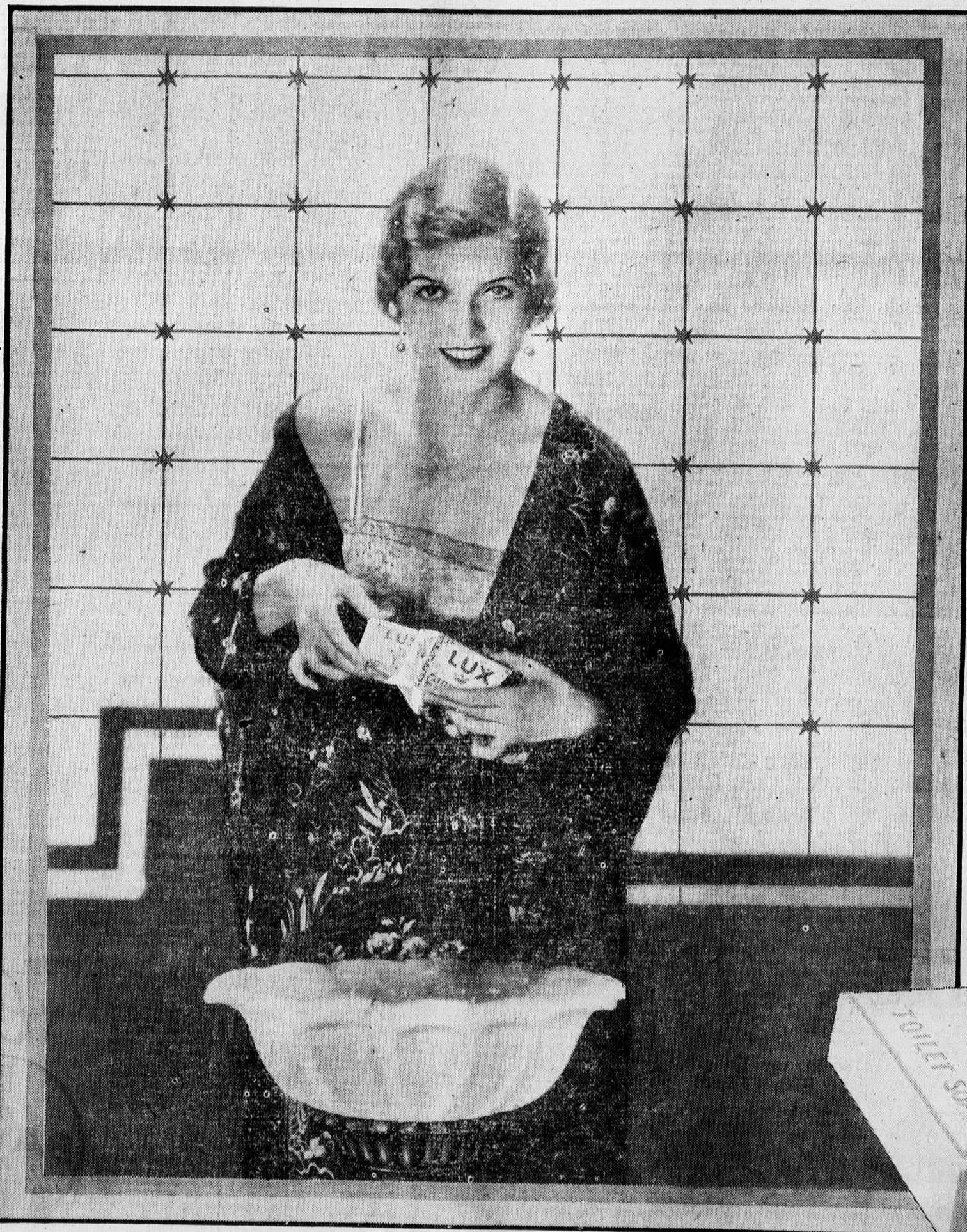


# Lovely! LUX TOILET SOAP



*Firm, fine-textured, lasting, Lux Toilet Soap gives you fragrant, abundant lather even in the hardest water.*

*Native genius perfected this wonderful product—a nation-wide welcome by millions of women makes possible the price.*

10¢

for a  
Beautiful  
Skin

*At last, the luxurious quality of costly imported soaps at a reasonable price. Lux Toilet Soap is made by the very method European makers use for their finest toilet soap. Like the gentle caress of a loved hand is the rich lather of Lux Toilet Soap. That feeling of joyous cleanliness it imparts to the skin is enhanced by an intriguing rose-petal perfume.*

*But instead of costing fifty cents or a dollar like imported soaps, Lux Toilet Soap is just ten cents wherever soap is sold.*

