

If you like to mix and match colors (and we know you do)
 You'll love **LUX**



Now in **4** new colors
 as well as pure white

This is the famous Lux Soap
 you know . . . mild and gentle . . . with its
 exclusive fragrance . . . its rich Cosmetic lather

One or more of the new Lux colors is sure to
 harmonize or contrast beautifully with your
 bathroom décor. We're sure you'll want to use
 Lux in Color—right along with your favorite
 White Lux.

Of course, every one of the four new pastels
 is the same wonderful Lux you know . . . with
 its creamy *Cosmetic* lather and cosmetic action,
 to help keep your skin fresh and glowing.
 Famous Lux is the beauty care of 9 out of 10
 Hollywood stars. Like White Lux, Lux in Color
 is guaranteed by Lever Brothers to satisfy you
 completely or your money back.



Buy new color Lux by the color of its foil wrapper
 choose from lovely shades of

Pink

Green

Yellow

Blue

as well as white