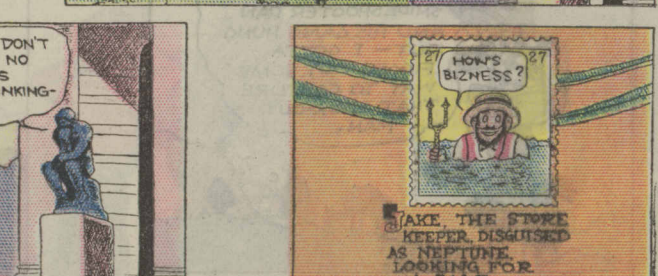
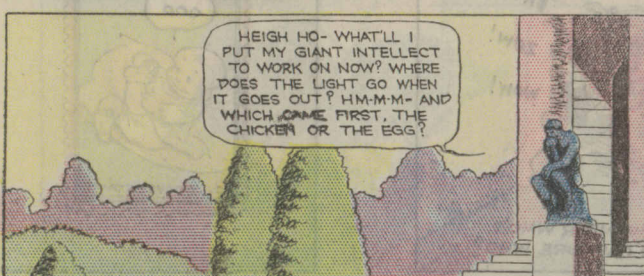
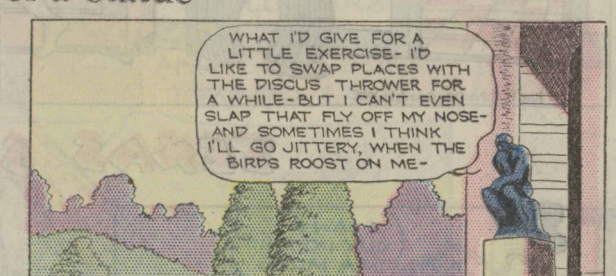
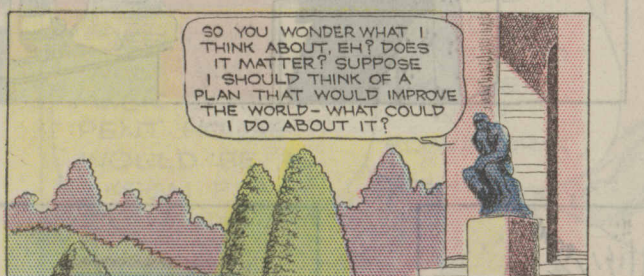
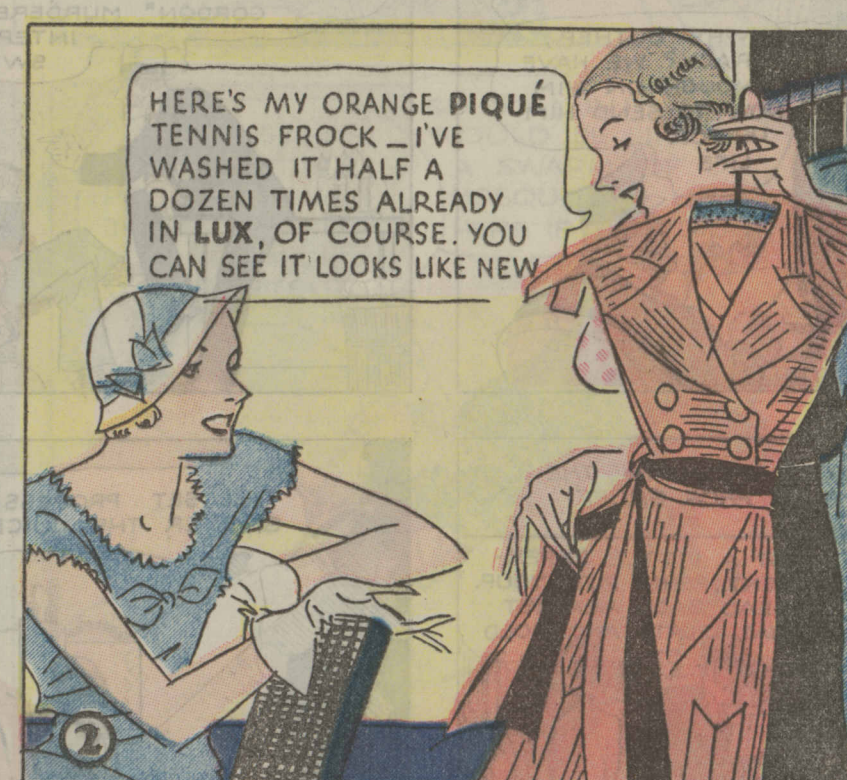


Private Life of a Statue



How Millie Keeps Her Summer Frocks SMART LOOKING—by Suzanne Gay



Keep your dresses pretty and fresh all season long

Clothes cost money, so it pays to keep them like new with Lux. Clever girls who dress well on little money almost always use Lux.

Before washing, test the end of a sash or the inside seam of your dress in water. If it's safe in water it's safe in Lux. Use lukewarm Lux suds, rinse well and knead out the water with a towel. Press on the wrong side.

This easy way keeps silks, wools and the smart new cottons color-fresh—perfect in fit and texture. Avoid ordinary soaps... these often contain harmful alkali. And avoid cake-soap rubbing. Use only Lux and protect colors, fabrics—avoid shrinking.

Anything safe in water is safe in LUX

