

*"Smart me!*

now I have 3 times as many undies

AT NO EXTRA COST!"



SEE how lovely these three slips look—yet each one was Luxed and ironed 30 times before this actual photograph was taken. Tests showed Lux care keeps colors lovely 3 times as long!

*"Here's my easy Lux-way..."*



"I always use Lux for undies! With Lux care, they stay lovely longer—I don't have to replace slips nearly so often. I can afford extra ones—have *3 times as many* without spending more!"

Yes, you can have *3 times as many* pretty undies because Lux care keeps undies lovely 3 times as long. Tests proved wrong washing methods fade colors, make undies look old too soon.

A PRODUCT OF LEVER BROTHERS COMPANY

## Caught Napping

Photographs by Irving Berman

On a hot day like this, even a champ snoozer has a tough time falling asleep



1 "Gosh, I'm sleepy, but..."



2 "I can't get comfortable"



3 "Dam that mosquito! How can a guy get any rest around here?"



4 "Ahhh, this is just right. Call me next winter some time"