
the marshall fillds follow the ponies at belmont

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They Serve Store Cake

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## Blumis - Vogue

630 south michigan avenue

## Fashions for a

World's Fair Summer
Of course you want only good fashions-the reasons for buying them re perfectly obvious. And so, for the busiest season Chicago has ever seen, we present a versatile collection of brand new summer fashions-all, naturally, of Blum's high order-with prices as thoroughly alluring as the clothes themselves. No matter how modest the expenditure you wish to make, it's quite enough to make you a privileged customer at Blum's, where courteous service and expert fittings are the day-in and day-out rule. - main floor

## Junior Misses' Silk Frocks from 12.75

- SECOND floor

Mast Dancing Dance, the 'KneP maine mien
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Make-up Neus from Hollywood

Attend the interesting lectures given by Mrss

MAX FACTOR'S


* "Couor far moN in cosmetics is the secret of
bcauty in make-up," says Max Factor, Holly wood's makc-up genius, "Officolors ruin beauty, Apopers
grotesque. Detrace from charm. This is why I Ievel-

 new beauty your own color harmony in Society M Mke-
Up will be to you...when yourface powder ron Up will be toyou...when yourtace powder, rouge, lip
stick and other make-up essentials arec harmonized to raturarally enhence your individual charm and beau


