

INTRODUCING
a remarkable new fabric



The
Saxon-weave
Suit
\$25

WITH 2 TROUSERS \$31.50

... Here, at last,
is a suit of the
better type at a
moderate price

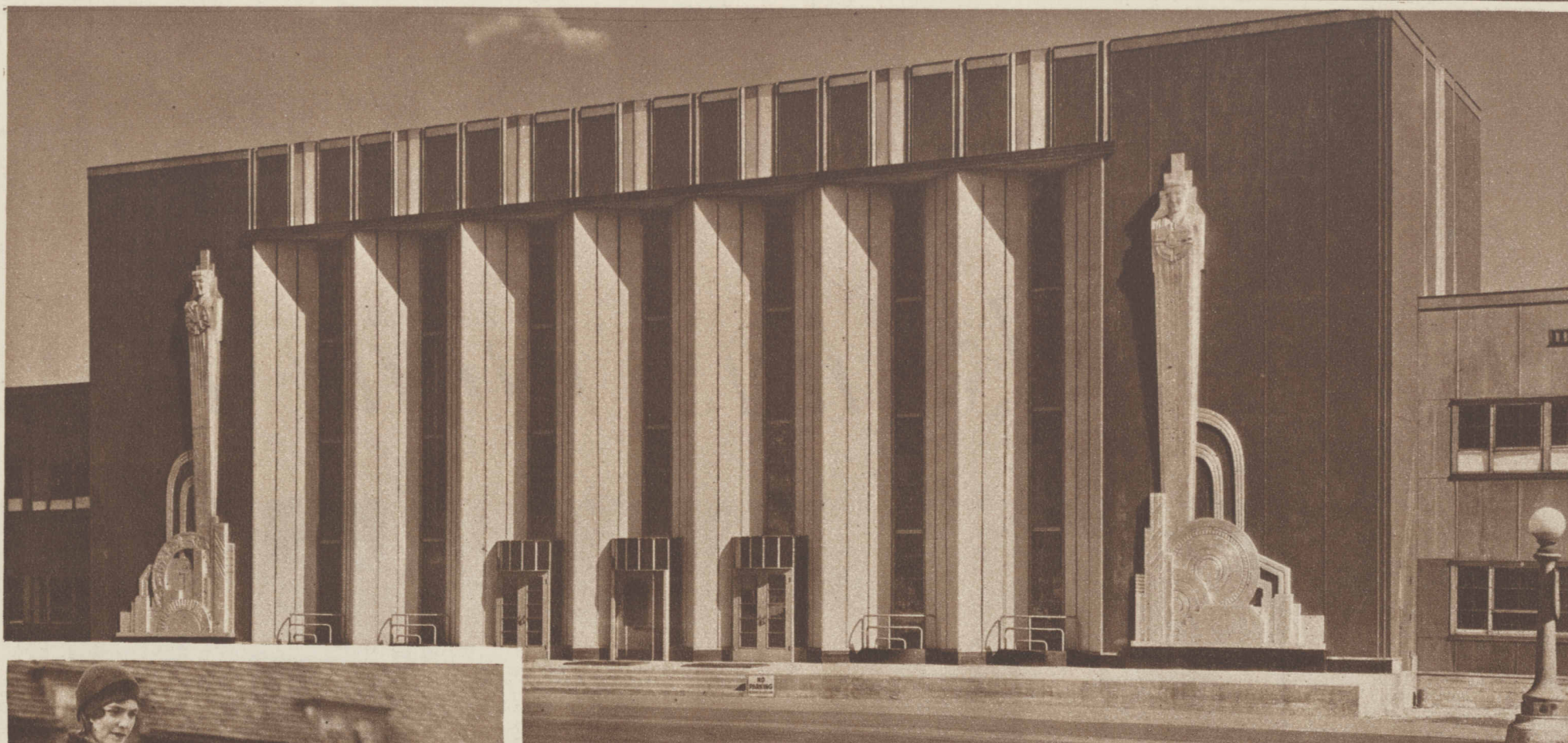
THOUSANDS of men everywhere have been waiting for a suit that had all of the refinements of higher priced clothing—but at a modest cost.

Now—at last—the house that makes the famous Knit-tex Coat and Worsted-tex Suit has brought out a suit of that better type at an extremely reasonable price.

Saxon-weave is intended primarily for the young man—but it will be welcomed by men of all ages who have fine taste and who desire to limit their expenditures for clothes.

Sold by Good Clothiers
in every City and Town

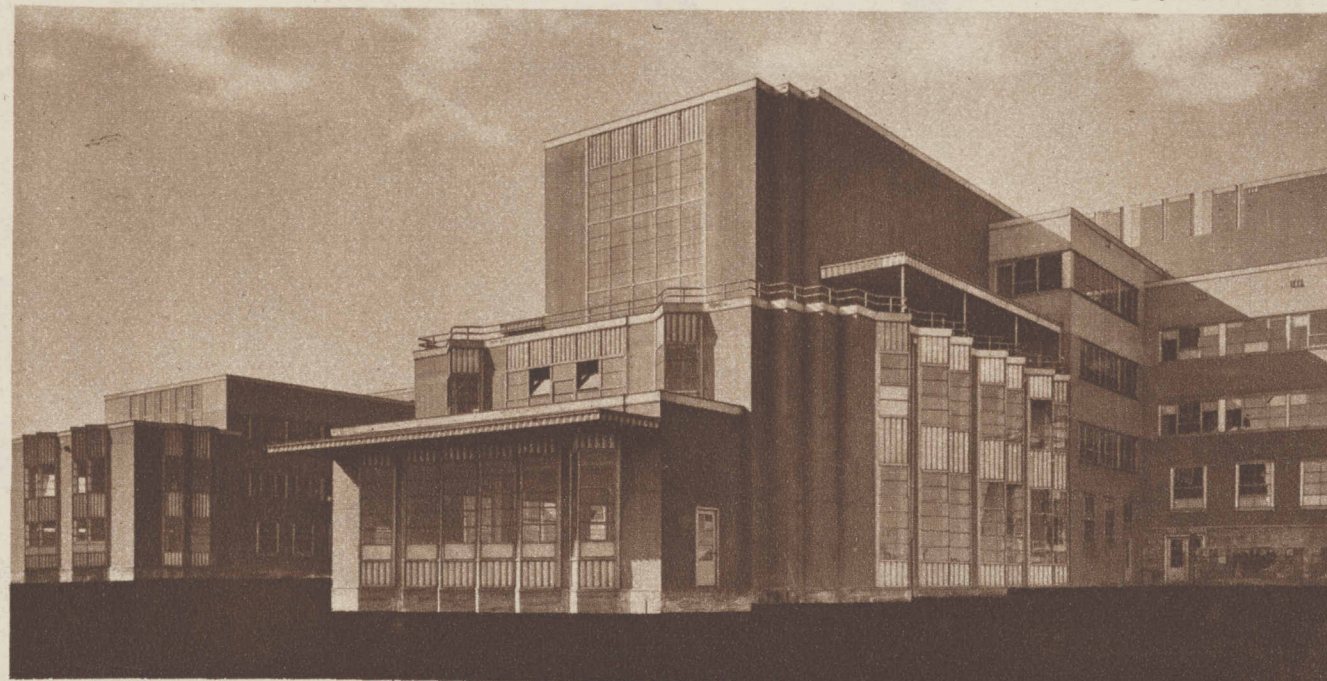
Made by the makers of
THE KNIT-TEX COAT
Cohen, Goldman & Co.
45 West 18th Street, N. Y. C.



THE MODERNISTIC TOUCH IN THE WORLD'S FAIR—A striking study of the facade of the administration building, which is already occupied by executive and clerical forces preparing for the 1933 exposition. (Chicago Architectural Photographing Co. photo.)



CONTENDERS—Mrs. Harold M. Florsheim with two Airedales which will be entered in the three-day Chicago Kennel club show at the First Regiment armory, beginning next Friday.



A STRIKING AND ORIGINAL EMPLOYMENT OF ANGLES results in the breaking up of rectangular masses in the World's Fair administration building; its effectiveness is especially felt here, perhaps, in the wings. Emphasizing this pleasing departure from tradition in form is a daring application of color. First of the exposition buildings completed, this structure stands at what will be the gateway to the fair. (Chicago Architectural Photographing Co. photo.)

★ COTTON FOR EVERY COSMETIC USE

COTTON FOR EVERY COSMETIC USE

COUETTES

make cosmetic
duties easy

NOTHING could be better than Couettes to lighten your cosmetic duties. These 75 smartly tailored squares of fluffy cotton, charmingly packed in a starry blue and silver box, do a skilful job of applying or removing any type of cosmetic. You'll admit that yourself when you try them.

To introduce Couettes we offer a 50¢ box of Couettes with a box of Modess.

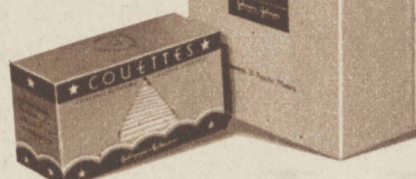
Modess is the most satisfactory sanitary convenience there is. It is so graciously soft, so protective, so completely deodorized. It is packed in two ways—Modess Regular for general use, and Modess Compact for travel, dress, and occasions where less bulk is desirable—each in boxes of twelve.

SPECIAL
INTRODUCTORY OFFER

1 BOX COUETTES 50¢
1 BOX MODESS 45¢
(Regular or Compact) —
VALUE 95¢

BOTH FOR

59¢



Made by Johnson & Johnson
NEW BRUNSWICK, N. J. U.S.A.

COTTON FOR EVERY COSMETIC USE ★

COTTON FOR EVERY COSMETIC USE



Nothing So
Alluring —
as a Beautiful
VITA-TONIC WAVE
says —
MARY ASTOR

MARY ASTOR, charming young screen favorite says: "There is nothing so captivating as beautiful, wavy hair—sparkling with life, lustre and glorious sheen. I keep a soft, alluring wave in my hair by having it permanently waved with Frederics Famous Vita Tonic Process".

To be sure that your Hairdresser gives you a Genuine Vita Tonic Wave—examine the wrappers used on your hair—make certain that no harmful imitations are used.

We will gladly send you a free Vita Tonic Wrapper to take with you when going for your permanent. Compare it with the wrappers used by your Hairdresser—assure yourself of getting a Genuine Vita Tonic Wave. At the same time we will send you an interesting booklet on the care of your wave and a complete list of Hairdressers in your vicinity who give Genuine Vita Tonic Permanent Waves. Write Dept. 118, E. Frederics, Inc., 235-247 East 45th Street, New York, N. Y.



LOOK FOR THIS WRAPPER
Do not permit your Hairdresser to use cheap, inferior wrappers on your hair. They leave the hair in a harsh, dry and straggly condition. Don't accept such statements as "just as good" or "better"—insist on a Genuine Vita Tonic Wave.

Frederics VITA-TONIC WAVES

SAVARAN was forced to choose between a fortune in ivory and a childhood song! Another fascinating tale of that dauntless adventurer, Savaran—

"A WOMAN SINGING"

By Douglas Newton
in the Woman's Section of Today's Tribune!