



The Original Mme. Louise Presents
One Hundred
\$25
Zotos
Machine-Less
Non-electrical
Permanent
Waves

TO BE GIVEN
During the Month of April at **\$12.50**
All Other Permanents \$10 Complete
Everyone is discussing this sensational new method—the ZOTOS Machine-Less Non-Electrical Permanent! Whoever thought it would be possible to permanently wave hair without a machine or electricity! No baking, no nervous waiting. Zotos is safe, quick and comfortable. Even white, bleached, dyed, or baby fine hair takes a deep, beautiful wave. Mme. Louise, internationally foremost creator of hair fashions, will design FOR YOU, WITHOUT EXTRA CHARGE, an individual hairdress to enhance your personality. Make your appointment now—the rush is on.

The Original
mme. Louise
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Smart
RIDING
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Correct, English styled men's and women's riding apparel at new low prices. For proper style and riding comfort riding apparel must be made to your individual measure. We offer complete tailored-to-measure ladies' ensemble coat and breeches for \$24.50; ladies' coats only \$16.50 up; breeches for men or women, \$4.75 up. We are leading makers of breeches for U. S. Army Officers and please the most discriminating. Select from newest fabrics, 3-day service. Write or phone for catalog.

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THIS RUDE TABLE, at which its owner, a Mr. Ellis of Burrow Bridge, England, is seen with two friends, is said to be the one at which King Alfred sat when, legend has it, he allowed the cakes baking in a nearby fireplace to burn. (Acme photo.)



HAVING TROUBLE WITH HIS CAMERA?—Charley Chaplin is seen in this picture mounted on a "desert taxi" during his visit to Egypt. The funny man appears to be having difficulties in his role as a cameraman. (Associated Press photo.)



WHEN HOUNDS, HORSES, AND HUNTSMEN were ferried across a small stream near York, England, the cameraman was afforded this unusual picture of that sporting aggregation. (Wide World photo.)



FREED FROM THE CONFINEMENT OF WINTER QUARTERS, the sea elephant in the Berlin zoo throws back his head and bellows a vociferous salute to spring. (Acme photo.)



FIVE AND A HALF FEET OF NEWBORN GIRAFFE—This knobby-kneed infant is the fifth born to his mother, a favorite resident of the Bronx zoo in New York City. (Tribune photo.)

Taste WILL Tell!

"Here's to your health—and mine," is the milk-drinker's toast the world over. Men and women alike enjoy the "Sweet Natural Taste" of "Selected" Milk—the special drinking milk so delicious you forget it's good for you and drink it for sheer pleasure. Treat yourself and your family by ordering a daily supply from Borden's Farm Products Co. of Illinois, 326 West Madison St., Phone Franklin 3107.

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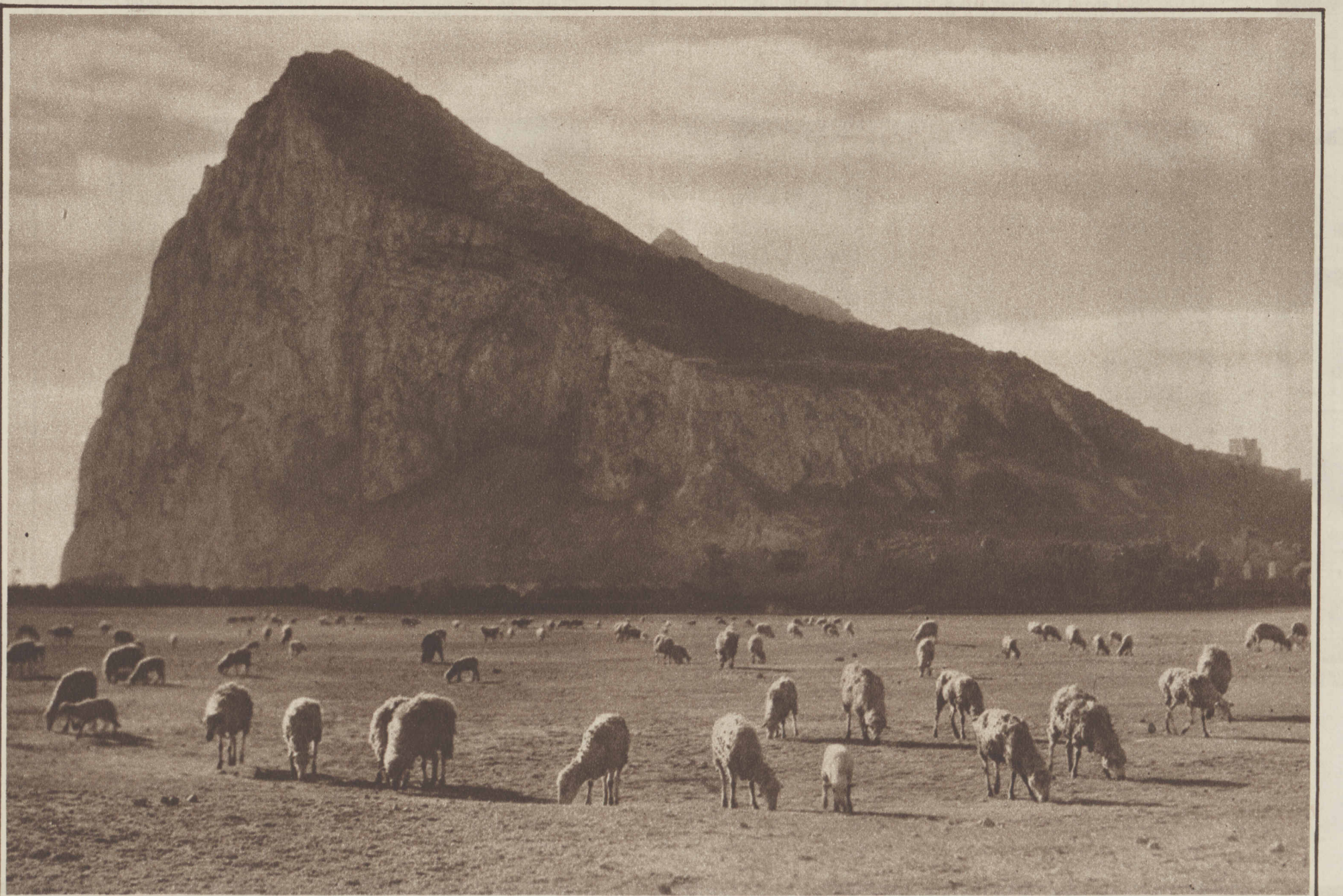
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BORDEN'S
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THE BACKGROUND OF THIS PEACEFUL PASTORAL is one of the world's greatest and most impregnable fortifications, the British Rock of Gibraltar. Honeycombed with galleries, bristling with concealed guns, the Rock guards the entrance to the Mediterranean.