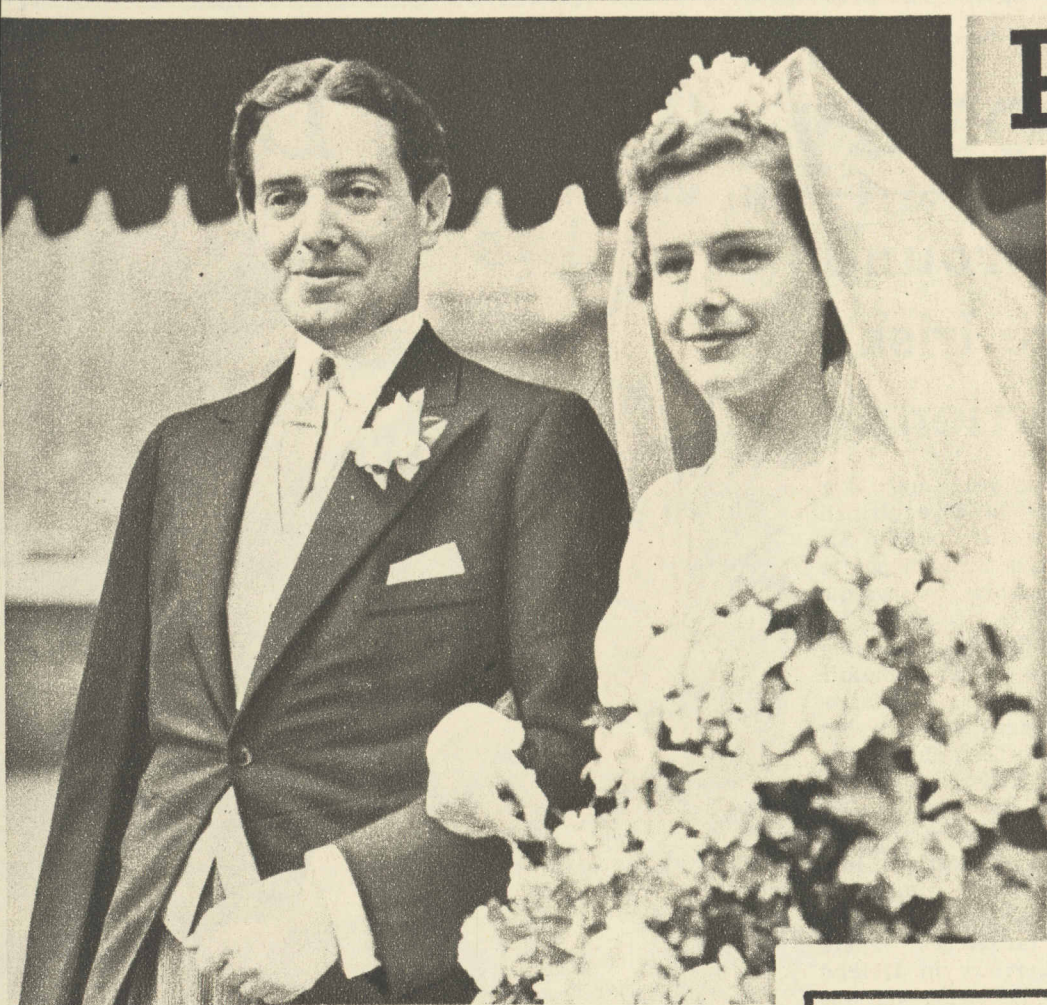


# Personalities



(Acme photo.)  
Edward A. A. Shackleton, son of the late Sir Ernest Shackleton, explorer, with his London bride.



(Acme photo.)  
Oblivious of the news spotlight that singles out personalities, a London hospital founding welcomes a baby just discovered in the same railroad waiting room in which he himself was found nearly a year ago.



(Associated Press photo.)  
Victory smile. Shirley Temple has just won a fight to make her studio pay her dog, Ching Ching, \$5 a day for appearing in her picture. The money will go to charity.



(Acme photo.)  
Another victory smile. Leni Riefenstahl, actress, director, and friend of Adolf Hitler, is awarded 1938 prize of Reich culture association for producing the Nazi Olympic movie.

## ARE YOU TIRED OF PLAYING GUINEA PIG?



Why should you have to resort to guessing games about "will it wear?" and "will it wash?" and "what is it made of?" when you buy clothes and home furnishings today? Why should you have to prove for yourself the quality of the things you buy? To the women who are tired of purchasing by trial and error... merchandise of certified, identified quality is of first importance.

The laboratory work has all been done on CROWN TESTED RAYON FABRICS.

Pioneer in the nation-wide movement to give American women certified tested quality,

CROWN TESTED RAYON FABRICS are created by the country's leading manufacturers. They

have been certified and identified by the mark of CROWN TESTED QUALITY ever since 1930.

In apparel, in fabrics by the yard, in curtains, draperies, and upholsteries, in

men's wear, it means they have been check-tested and approved by the official



testing laboratory of the National Retail Dry Goods Association for dry cleanability or washability

(depending on type of weave), color fastness, seam strength, and all wearing qualities. The mark of

CROWN TESTED QUALITY is your assurance of complete satisfaction.

AMERICAN VISCOSE CORPORATION, World's Largest Producer of Rayon Yarn

CROWN



RAYON