THE WORLD'S BEST RIDER DEMONSTRATES CORRECT TECHNIQUE



CORRECT SEAT WHEN SITTING DOWN IN THE SADDLE AT GALLOP-Body inclined well forward from hips. Shoulders, elbows, wrists, fingers must be softly elastic to follow movements of horse's head. Last beat of gallop before period of suspension.



6 CORRECT SEAT AT GALLOP—Note seat is thrown slightly out of saddle as horse's hind hoof first strikes ground after period of suspension.



CORRECT SEAT FOR JUMPING WHILE HUNTING—Seat close to saddle; no weight on back part or cantle. Body inclined far forward from hips only; hands, elbows, shoulders softly relaxed; heels down; calves tight against horse's sides. In show jumping, rider may get farther forward and farther out of saddle.



SHOW JUMPING SEAT—Rider far forward, out of saddle. Somewhat less secure than No. 7. Facilitates horse's work over very high or difficult jumps.

This Smart Genuine Silver Plated

LADLE "Victoria" IDEAL FOR SALAD DRESSINGS, CREAM, GRAVY, JAMS, HOLLANDAISE, ETC. DESIGNED TO HARMONIZE WITH ANY OTHER PATTERN ... FREE-At Any Drug Store with Purchase of Single 25c tube of PHILLIPS' MAGNESIA Toothpaste

Here's a spectacular free offer that may never be equalled! An ultra-smart Service Ladle — of a new oval shape every woman needs and wants — plated in heavy pure silver — absolutely free! You'll say it's indispensable for serving mayonnaise, cream, jams and sauces — for a host of summer

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It was designed by famous makers of the most costly Sterling, carefully harmonized in pattern with your present silver, and is as lovely as it is useful. You'll be proud to show it!

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accept as a bonus this beautiful, costly gift! But don't delay. The offer is good only while the present quantity of ladles lasts. They're free, remember, with only one tube of Phillips' Toothpaste you buy, either the 25c or 50c size. Visit or telephone your drug store or any toilet goods counter for your "Victoria" Ladle, now. Don't miss out!



FREE! Sachet and Hair-style Booklet. Send postcard to EUGENE, Ltd. 521 Fifth Ave., New York Paris London Berlin Barcelona Sydney

In exclusive action photos, concluding the pictorial demonstration begun last Sunday, Lieut. Col. Harry D. Chamberlin of the U.S. army, world's greatest horseman, illustrates the chief points of correct riding. The descriptive text also is by Col. Chamberlin.



manent that is called "easier," "quicker," "cheaper," remember that the Eugene method is relied upon by better Beauty Shops all over the world...that it has been turning out millions of beautiful permanents for many years. When Eugene perfected steam your hair, they were pat-

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HOLLYWOOD BEACH FASHION - Red dots give color and pattern to Patricia Ellis' sun suit.