

PROTECTS your Skin



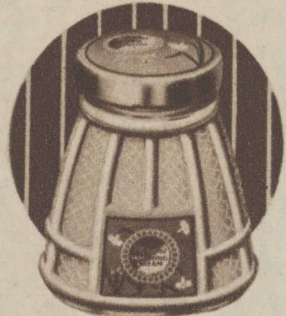
...lends lasting BEAUTY

Every time you prepare to go out, smooth on a bit of Plough's Vanishing Cream before applying your face powder. It will protect your skin from the drying, coarsening effects of wind and weather.

As beautifying as it is protecting, this pure, snowy cream holds make-up on for hours. A single application lasts all day and keeps your skin as soft as velvet, as smooth as satin.

Plough's Vanishing Cream is attractively packaged in two sizes and sensibly priced at 30c and 50c. You'll like it!

**Plough's
VANISHING
CREAM**



Plough, Inc.
NEW YORK MEMPHIS
SAN FRANCISCO



GOING IN—Enjoys a refreshing plunge, does 21 months old Billy Reardon of 331 S. Loomis street. With the family dog in the role of lifeguard, he took a swim in the Jefferson park pool. (Tribune photo.)



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GOING OUT—Into the jaws of the Union Station marched the noble 800, shriners all, to tunes from somewhere east of Suez and to others from somewhere west of the public library. At the end of an exotic march through the streets of Chicago, they were en route to the Imperial council convention at Toronto. (Tribune photo.)



PARIS DRESSES UP—At the Longchamps race course the smart Parisienne at the left placed her chic bet on an Agnes beret in cotton tricot, and Paquin's sleeveless cape coat of pale gray woolen. At Longchamps also the Comtesse Cartier, at the right, was much admired in the Chanel ensemble with satin frock, picking up the lightest thread of her brown tweed coat. The beret was knit to match the tweed. (© Chicago Tribune Press Service photos.)



AND CHICAGO DRESSES DOWN—Left to right, we have baby, dad, brother, mother, and sis in new fashions currently favored hereabouts. Entering the joy season along the lake front, the family turns off the radio in off hours nowadays and adjourns to the beach en masse in some such minimized tailoring. (Kaufman & Fabry photo.)



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40.00	27.50
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\$30.00 Value

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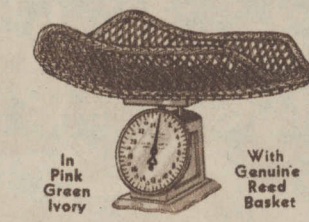
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Others, \$9.75 to \$45.00



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Weigh up to 25 lbs.

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