



KING GUSTAV of Sweden visits the American cruiser New Orleans at Stockholm.  
(Acme photo.)



CHECKED SWAGGER COAT hand loomed in black and white, with shoulder yoke and divided panels, has the approval of Claire Trevor. The sports frock is white.

## TATTOO YOUR LIPS AND CHEEKS

*into a symphony of  
devastating smartness*



Of course, there's smartness in luscious color . . . but there's distinction of a still more exciting kind when lips have tempting color, without pastiness. Pasteless lip color . . . that's TATTOO! Put it on . . . let it set . . . wipe it off. Nothing remains but truly indelible transparent color that's smarter than smart . . . and that stays even and smooth for hours, regardless. Then . . . to complete the illusion, Tattoo your cheeks with the matching shade of TATTOO ROUGE. Select your proper shade of TATTOO by testing all four . . . at the TATTOO Color Selector displayed in leading drug and department stores. TATTOO FOR LIPS is \$1. TATTOO ROUGE (for cheeks and lips) is 75c. Don't be misled by imitators; there is nothing else like TATTOO.

**SEND COUPON  
FOR TRIAL**



Name.....  
Street.....  
Town..... State.....  
TATTOO, 11 E. Austin Ave.,  
Dept. 11 A, Chicago.  
10c enclosed. Send me Trial  
Size TATTOO (Lipstick) post-  
paid. ☐ Coral ☐ Rustic ☐ Pastel  
Hoe. D. & Pat. Off.

**4 STARTLING  
SHADES**  
TATTOO  
for Lips and  
TATTOO  
ROUGE (for  
cheeks and lips)  
comes in these  
really startling  
shades.  
CORAL has an  
exciting orange-  
pink cast. Rather  
light. Ravishing  
on blondes and  
titan blondes.  
EXOTIC is a  
truly exotic, new  
shade, brilliant,  
yet transparent.  
Somehow we  
just cannot find  
the right words  
to describe it,  
but you'll find it  
very effective!  
NATURAL is  
a medium shade.  
A true, rich  
blood color that  
will be an asset  
to any brunette.  
PASTEL is of  
the type that  
changes color  
when applied to  
the lips. It gives  
an unusually  
transparent rich-  
ness and a depth  
of warm color  
that is truly  
amazing.  
TATTOO, CHICAGO



JUVENILE RODEO near Melbourne, Australia.  
(Acme photo.)



DEATH overtakes a motorcyclist in a Roman race.  
(Acme photo.)



## Felt Hats Renewed at Home

After you've done your own hats, earn your husband's gratitude by cleaning his hats—with Annette's Cleanser. This pure white powder absorbs soil. Equally good on dresses, suits, upholstery and carpets. Makes fabrics fresh as new. Annette's

Cleanser is a dry powder and cannot leave a "ring." No effect on color or material. No work. No odor. No fumes. Used by professional cleaners. Revolutionizes all ideas about home cleaning. (25¢ and 50¢; drug and department stores.)



**REMOVES SPOTS**  
Grease  
Mayonnaise  
Berries  
Rain Spots  
Grass Stains  
Coffee  
Perspiration

Ginger Ale  
Oil Orange  
Tea Milk  
**FROM MATERIALS**  
Silks  
Velvets  
Upholstery

Rugs  
Fine Linen  
Felt Hats  
Cotton  
Chiffon  
Furs  
Slippers  
**WITHOUT "RING"**

**ANNETTE'S  
PERFECT CLEANSER**



SWANS AND DUCKS in Paris' outdoor zoo.  
(Acme photo.)