



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



STARTLING

CORAL has ar

exciting orange-pink cast. Rather light. Ravishing on blondes and titian blondes. EXOTIC is a

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 com-plete 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

yet transparent. Some how 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 benefit on the type that changes color when applied to the lips. It gives an unusually transparent richness and a depth of warm color that is truly amazing.

TATTOO,CHICAGO FOR TRIAL



JUVENILE RODEO near Melbourne, Australia. (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

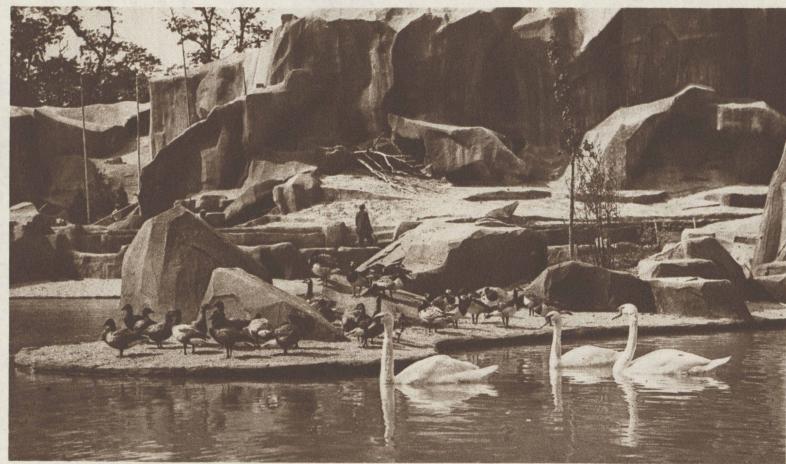
REMOVES SPOTS

Cleanser is a dry powder and can-not 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.) Ginger Ale Oil Orange Tea Milk

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



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



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