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Jewelers

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The quality you want—the price you will be pleased to pay.

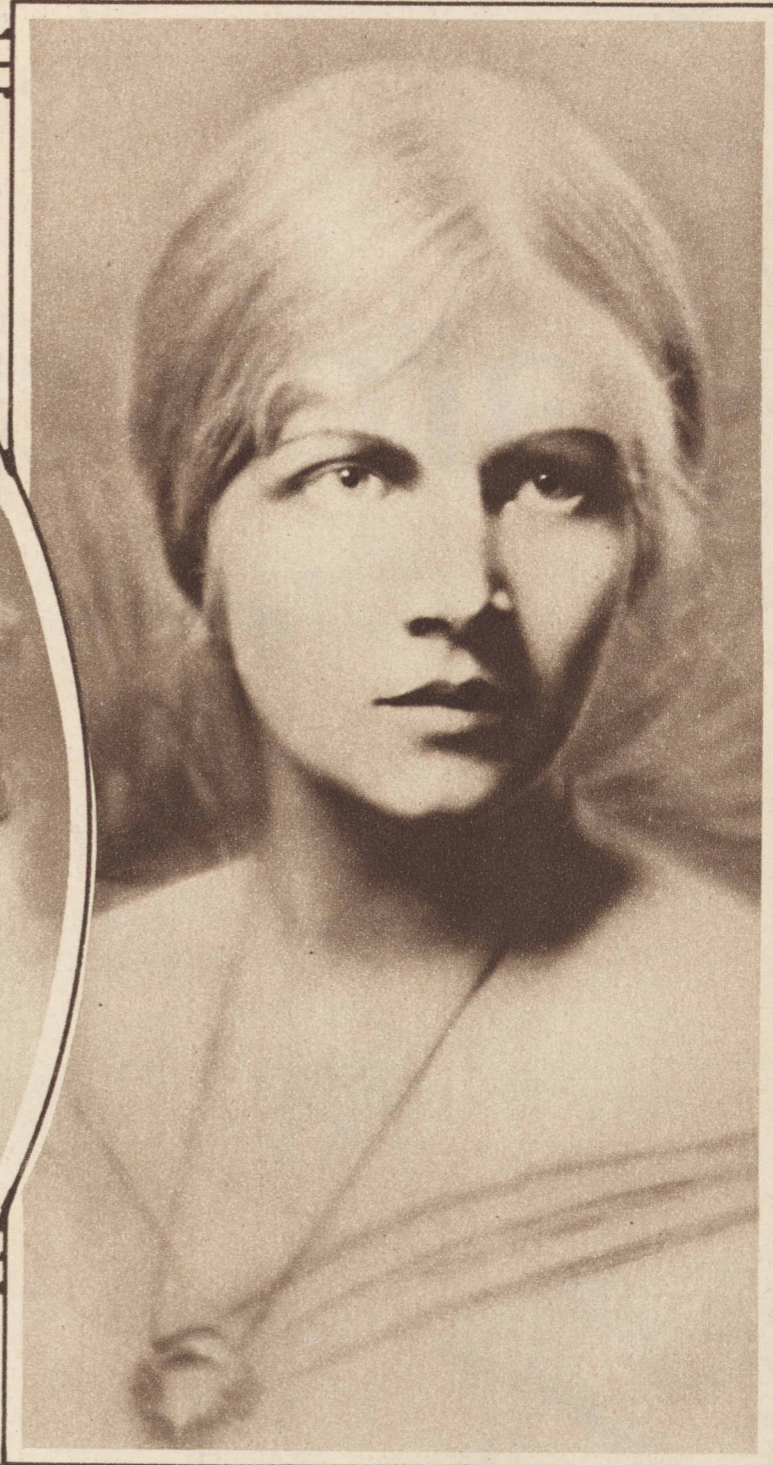
AN OLD HOUSE with modern ideas



LOLA LANE. Recognize her? She's the girl who did a lot toward making "Speakeasy" what "Speakeasy" was—a film to conjure with.



LOIS MORAN has just had a new picture taken. This is it. We liked it, and so pass it on to you. Accept it, with our compliments, for your albums.



ANN HARDING, stage star and daughter of an officer in the U. S. navy, is now under contract with Pathe to do talking pictures. "Paris Bound" is the name of her first feature.



A Photograph of
STONE'S SUPERIOR WAVE
GUARANTEED 6 MONTHS
The lowest possible price for a FIRST CLASS Wave. **\$3.50**

Complete
EASIEST permanent to take care of. Not one dissatisfied customer. With our method there is no danger of dried up or kinky hair. Our permanent makes your hair soft, lustrous and fluffy. You cannot tell the difference between our permanent and a natural wave. (No discoloration of gray hair)

Realistic
is an improvement on all previous methods, European as well as American. **\$6**
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2nd Floor, Room 207
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2nd Floor—Opposite Tivoli Theater
Fairfax 6314
NORTH SIDE SHOP
3222 Lincoln Avenue, 2d Floor
Buckingham 6534
WEST SIDE SHOP
3958 W. Madison St., 2nd Floor
Corner of Madison and Crawford
Nevada 3925
NORTHWEST SIDE
2628 Milwaukee Ave., 2nd Floor
Near Kedzie Avenue
All shops open from 8:30 a. m. to 9 p. m.

This Sachet is the Secret!

Great progress has been made in permanent hair waving, by Eugène. . . . Today, every woman may have beautifully wavy hair in either the deep-set English style or the wide, rolling *ondulations Parisienne*. And every woman should know the invention that made this possible — The Eugène Sachet.



The Eugène Sachet is the secret of gentle, beautifully natural permanent waves. Its patented perforated steam tab gives precise control of the steam, adapting itself to every type and condition of hair — and making it possible to wave the new growth of straight hair as often as necessary — without rewaving the old wave!

Avoid The Bargain Wave—Pay the price for expert skill and be sure your permanent waver uses *genuine* Eugène Sachets — 26 to 40 of them for each wave or re-wave. Look for the Eugène trade-mark symbol boldly stamped on each Sachet.

Would You Like to See One? We will gladly send you a sample Eugène Sachet for your inspection, together with our interesting illustrated booklet, "The Eugène Method," and a complete list of *genuine* Eugène Permanent Wavers in your vicinity.

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EUGÈNE PERMANENT WAVES

This Radiant Magazine Cover Girl

finds
"True Harmony of Color" in the Melba ABC of Beauty



Miss Gerda Nielan, lovely model, whose exotic charm inspires the striking paintings of the brilliant artist, Rusch Eastman.



THE face of Gerda Nielan on a magazine cover conjures thoughts of castanets, red heels, bright shawls—the lilting notes of old Spanish melodies. Decidedly a "type"—portrayed in countless striking studies—she will tell you that it requires artistry on her own part to reveal her characteristic charm. She has learned to accentuate her individuality with the Melba ABC of Beauty—has made a masterpiece of Nature's work. "I had never been satisfied with cosmetics until I started using the Melba ABC of Beauty," says Miss Nielan. "Now I've grown to depend on Melba Lov'me Rouge, Lipstick and Face Powder for true harmony of color."

Nature gave you certain distinct attributes, and made you a type. Make-up, correctly used, will bring out your individuality—enhance your charm. The Melba Harmony Chart tells you authoritatively the exact shades in make-up that emphasize your natural coloring. Send for this priceless guide to colorful loveliness . . . it is FREE! With Melba Lov'me Rouge, Lipstick and Face Powder, in your tints, you will add the allure of vivid color to your type of beauty.

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