



AS THE SOVIETS DO—Mexican peasants convene beneath a poster likeness of President Cardenas (light-suited, center).

For the smart step of beautiful new *Youth* RED CROSS SHOES



The LATTICE See this and all the other beautiful Red Cross Shoes for sport, for dress, and for walking.



● Show the world a youthful step in glorious Red Cross Shoes. The smart footwear of America's smartest women. So excitingly styled, so perfect fitting, you'll choose these youth-giving shoes for every costume, every occasion. The Red Cross Shoe Company, Cincinnati, Ohio.

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**\$6.50**

**RED CROSS SHOES**

"POINTED ROUNDNESS" PLUS Just a Little "Nipping In!"

If you like the smart new "pointed roundness" of bosom—and also need just a little "nipping in" under the bustline, this "Chansonette" double-support brassiere by Maiden Form is the style for you! Its two-inch band works wonders of control—\$1.00 and \$1.50.



Chansonette

"All" brassieres protect heavier-than-average breasts against premature "breaking down." Bandeau or with 3- or 6-in. diaphragm band, \$1.00 to \$3.50.

AT ALL LEADING STORES

**Maiden Form** LOOK FOR THIS TRADE MARK ON BRASSIERES GIRDLES G-REX-O-RAY

Send for free Style Booklet RN; Maiden Form Brassiere Co., Inc., New York, N. Y.



BOY AND LAMB.

Underwood & Underwood photo



Acme photo

AN ITALIAN SPEEDBOAT RACER, Count Theo Rossi, wins the gold cup classic at Detroit.



**I'VE GOT A REAL BREAKFAST COMING**

Breakfasts as a rule don't mean much to me. Too much the same thing, I guess. But now I'm different . . . because my wife's found a new kind of cereal that just hits the spot. Drop around some morning and watch how fast I make a big bowlful of Shredded Ralston disappear! That new bite size, whole wheat cereal has a flavor that isn't equalled by any other breakfast dish! Try it tomorrow morning.

**IT'S BITE SIZE**

**WHOLE WHEAT READY TO EAT**



**Shredded Ralston**