

SOVIET BALLOONISTS RACE AT MOSCOW.



A SILVERY SHIMMER of metallic threads through the gray bouclette costume of Gail Patrick identifies it as authentic in the autumn mode. The flat buttons are silver, too.



FOOTBALL as the Australians play it: Action in a game between Victoria and South Melbourne teams.

(Associated Press photo.)



accompanied by its own powder, (other toiletries, too) fine and soft and clinging as Yardley alone can make it. \$1.10 a box in six entrancing shades. The perfume is \$8.25 for the magnificent bottle shown—and \$4, \$2.20, \$1.10 in smaller versions.

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Fragrance, the perfume sent
to you by Yardley, associates
itself unforgettably with great
moments. You'll cherish it . . .
and be delighted that it comes

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620 Fifth Avenue (Rockefeller
Center), New York City; 33,
Old Bond Street, London; Paris; Toronto;
Sydney.

falls over a London brilliant

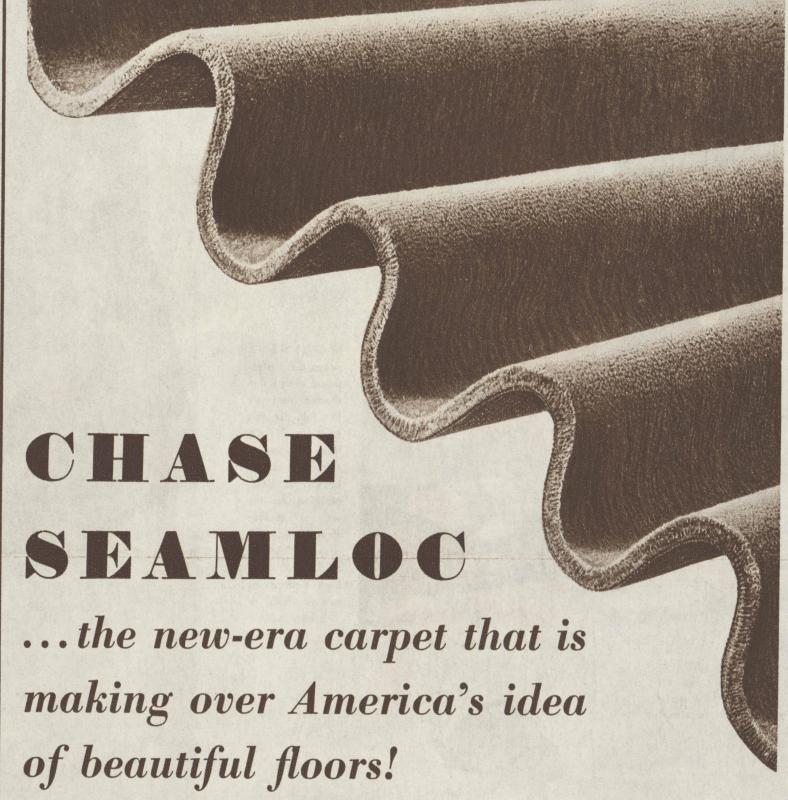
first night audience before the

entrance of a Royal Personage

- scintillant, restless, yet fra-

grant with romance! Describe

it as the preserved essence of a



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> size, any color or combination of colors. Can be readily reshaped,

pieces added or subtracted—if you move.
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Seamloc's beautiful wool pile can be washed with soap and water right on the floor; the backing is water-tight. It dries quickly, and woodwork is not stained. There are 29 colors to choose from—eight grades, and various surface textures. The cost is no more than for ordinary broadloom of equivalent quality. See it for yourself, in any of Chicago's leading department and furniture stores. Or your own decorator can quickly secure it for you...L. C. Chase & Co., Inc., 1849 Merchandise Mart, Chicago, Illinois.

SEND FOR THIS: A new illustrated booklet that explains Chase Seamloc Carpet in detail, and shows it laid in many beautiful rooms, plain wall-to-wall, or inlaid in individual designs. Free on request!

## CHASE SEAMLOC CARPET

PRODUCT OF Goodall-Sanford Industries