



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.)

*divine moment... under glass*



*"Fragrance"*

—a perfume by Yardley with an exquisite matching powder

DESCRIBE it as the hush that falls over a London brilliant first night audience before the entrance of a Royal Personage—scintillant, restless, yet fragrant with romance! Describe it as the preserved essence of a charming moment in your own career. . . .

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

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.

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

## CHASE SEAMLOC

*...the new-era carpet that is making over America's idea of beautiful floors!*

IF YOU'RE happy with antiquated furnishings, Chase Seamloc won't interest you. If you want a carpet as beautiful as the finest broadloom, but with a wonderful new patented backing that is revolutionizing floor coverings, Seamloc will be your very next choice.

This is what Seamloc's backing does: Joins seams flat, and two-and-a-half times as strong as sewing. Does away with binding, because it doesn't ravel; cuts in any direction. Permits inlaying special designs without a stitch. Can be made up, almost over-night, in any shape, any size, any color or combination of colors. Can be readily reshaped,

pieces added or subtracted—if you move. What a saving!

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