



NANCY WELFORD is the name of this fair lady, and she plays the leading role in "Gold Diggers of Broadway." This is an all-singing color production adapted from the Belasco stage piece.



PAULINE FREDERICK has not retired from the screen, as you may have thought because of her long absence. No, she's been working hard on two all-talkers that will be seen in the near future. They are titled "Evidence," and "The Sacred Flame."



ANN PENNINGTON will look like this when you see her as Ted Lewis' leading lady in "Is Everybody Happy?" This little dancing lady doesn't change a bit, does she?



MME. HELENA RUBINSTEIN
World Famed Beauty Specialist

Before Making Up

Cleanse with Valaze Pasteurized Face Cream—a concentrated beauty treatment in itself! Unsurpassed for all normal or oily skins [1.00]. Dry skin should be cleansed with Valaze Cleansing and Massage Cream [75, 1.25]. Next smooth in Valaze Balm Rose a flattering base—makes powder and rouge doubly adherent and doubly enhancing. [1.00.]

Most Exquisite Of Powders

Finality in powder perfection! The colossal background, scientifically and artistically, of Helena Rubinstein, is aptly encompassed in Valaze Water Lily Powders. Infinitely subtle in tones, illusive in fragrance, exquisite textured, and faithfully adherent—these powders are favored by the most discriminating of women! Novena for dry skins—Complexion for average or oily skins. Rachel Cream, Natural, Mauresque, Blush, Light Ochre, French Ochre, Gypsy Tan. [1.00, 1.50, 3.00, 5.50] and in the Chinese Temple Box [10.00.]

Ravishing Rouges!

Blended by Helena Rubinstein with utmost finesse, Valaze Rouges add just the proper flip to beauty! Inordinately flattering! To be most soignée, use the piquant Red Raspberry [Compact or en creme] for daytime and the captivating Red Geranium [Compact or en creme] for evening! For a conservative make-up, the delicately subdued Crushed Rose Leaves [Compact] is charming beyond compare. Compacts, [1.00.] Rouge en creme, [1.00 to 5.00]

Luring Lipsticks

Who can resist the lure of Helena Rubinstein lipsticks? Luring in colors—luring in their trim modern cases—and most alluring in the fresh, dazzling, lustrous beauty they lend to the lips. A beauty that is indelible. The smart Cubist lipstick may be had in Red Raspberry for daytime and in Red Geranium for evening [1.00]. The super-sophisticated Water Lily Lipstick—in Red Ruby, a ravishing day tone and Red Cardinal, an arresting evening tone [1.25.]

Distinctive Vanities

Utterly beguiling in their chaste simplicity, Water Lily Vanities pay glowing tribute to the genius of Helena Rubinstein. The acme of modernistic beauty! Enamelled in Jade Green, Jet Black, Chinese Red or Golden. Double Compact [2.50.] Golden [3.00.]—Single [2.00.] Golden [2.50.]

Accent Your Eyes

Bring out the full beauty of your eyes with Valaze Persian Eye-Black [Mascara]—darkens lashes and gives an effect of silky luxuriance. [1.00, 1.50.] Lend mystery and depth of color with Valaze Eye Shadow [Compact or Cream] in black, brown, green or blue [1.00.] Groom lashes and brows with Valaze Eyelash Grower and Darkener [1.00.]

THE SMART ART OF MAKE-UP

EVEN the slightest off-note in make-up betrays the amateur! To accent your personality smartly—the colors you use must be cleverly true to type—the textures subtle—the harmony of tones precise . . .

Smart women everywhere look to Helena Rubinstein for make-up that is expressive in color—intensely flattering—and purest in composition. Helena Rubinstein has made a most intensive study of tone-variations. Her cosmetic creations reveal the soul of artistry wedded to the precision of science! Hers are the most exquisite powders in the most subtle shades! The most entrancing rouges for the sophisticated—or the demure! The most dazzling, glowing tones of lip lustre! The most ravishing eye make-up.

To evoke the full beauty of your personal type—
YOU MAY CALL FOR INDIVIDUAL BEAUTY CHART

at the Helena Rubinstein Salon to-morrow—or any day this week—for special analysis of your individual beauty needs. The correct creams or lotions for your skin—the nuances of making-up cleverly—the smartest shades of powder, rouge, lipstick or eye make-up for your individuality—will be detailed for you by Professional Beauty Counsellors. Take advantage of this opportunity—learn the subtleties of an infinitely smart make-up!

Water Lily Powder—clinging, exquisitely textured.

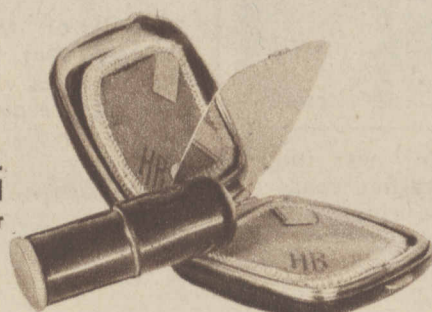


Water Lily Lipstick—indelible, enchanting!

Helena Rubinstein

670 N. Michigan Avenue, Chicago

Telephone: Whitehall 4241



Helena Rubinstein creations may be procured at leading stores or ordered direct.

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Water Lily Vanities and combination sets of incomparable excellence.



Your guests
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BLANKET first!

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WARM tones of well-rubbed cherry, cream-and-henna *toile de Jouy*, and a gloriously rich North Star Blanket—your guests know as soon as they enter this room that it is furnished by a person of taste . . . And you know that there's perfect comfort in sleeping under these *pure wool* Blankets! Their lightness, their cozy warmth, are admittedly without peer in all the kingdom of coverlets.

North Star Blankets are like exquisite garden blooms mingling lovely two-tone combinations and stunning solid colors. Think of crocus yellow, fern-frond green, bluet, orchid, rose . . . popular flower tones from the North Star bouquet. They furnish just the color notes smart bedrooms need. Warmth by night, beauty by day, their possession enhances both sleeping and waking hours! Every good store has—or can order—North Star Blankets for you. The Name and Label guarantee quality. Address inquiries:—North Star Woolen Mill Company, Minneapolis, Minn.



Look for the Name and the Star label.

"Sleep under the
**NORTH
STAR**"