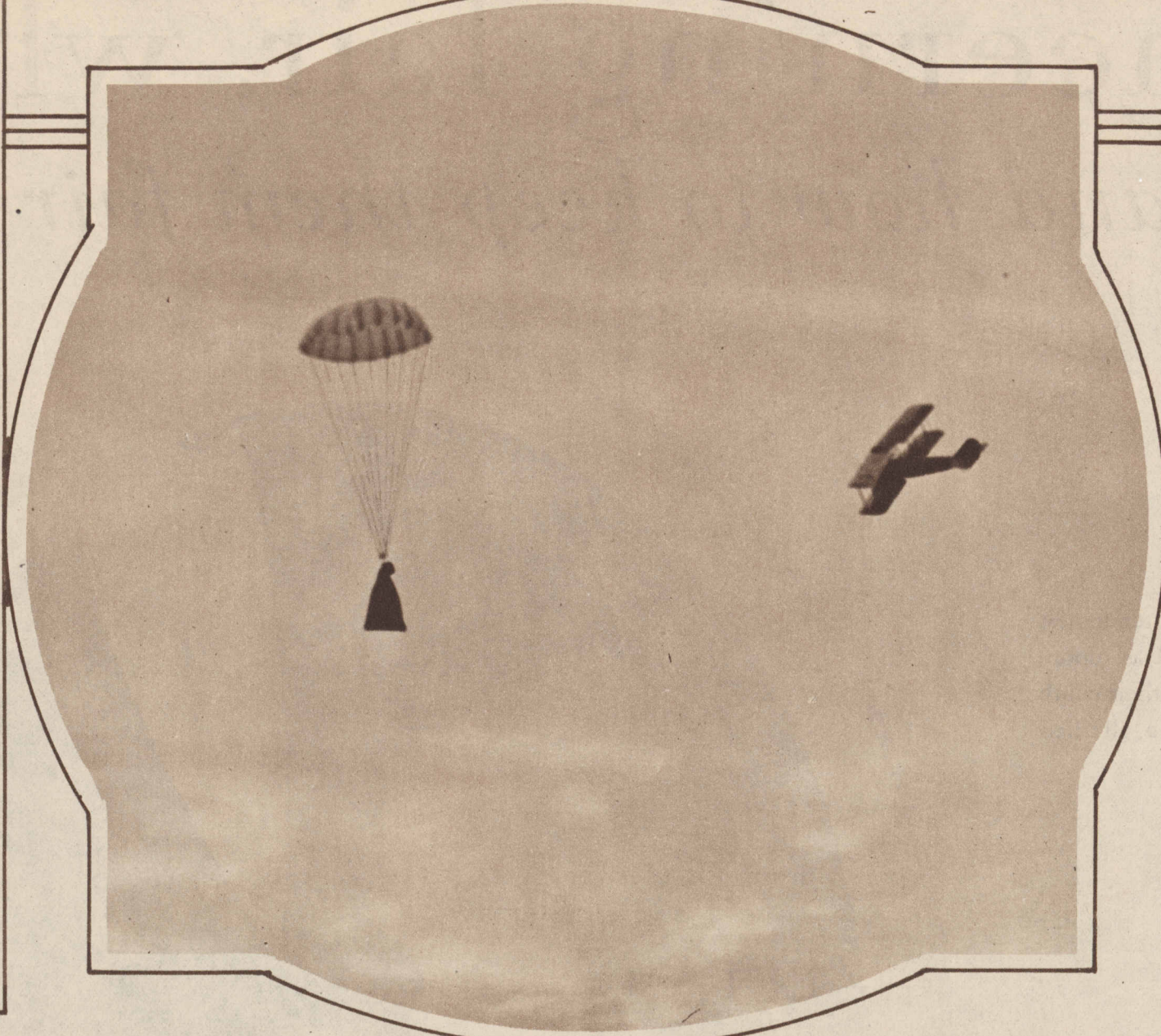




THE JOHN MCCORMACK FAMILY waiting for a private audience with Pope Pius XI. at the Vatican. Pictured are Miss Gwendolyn, Mr. and Mrs. McCormack, and their son Cyril. The famous Irish tenor was recently created a papal count. (Photograph from Wide World.)



THE FAST MAIL DROPS IN—Scudding above a New Jersey airport, a plane in the postal service tests out the parachute as a method of speeding delivery. Pouches thus tossed overboard may be delivered as the plane roars on. (Photograph from Pacific and Atlantic.)

FEMININE APPEAL with TRIBUNE ROTOGRAVURE



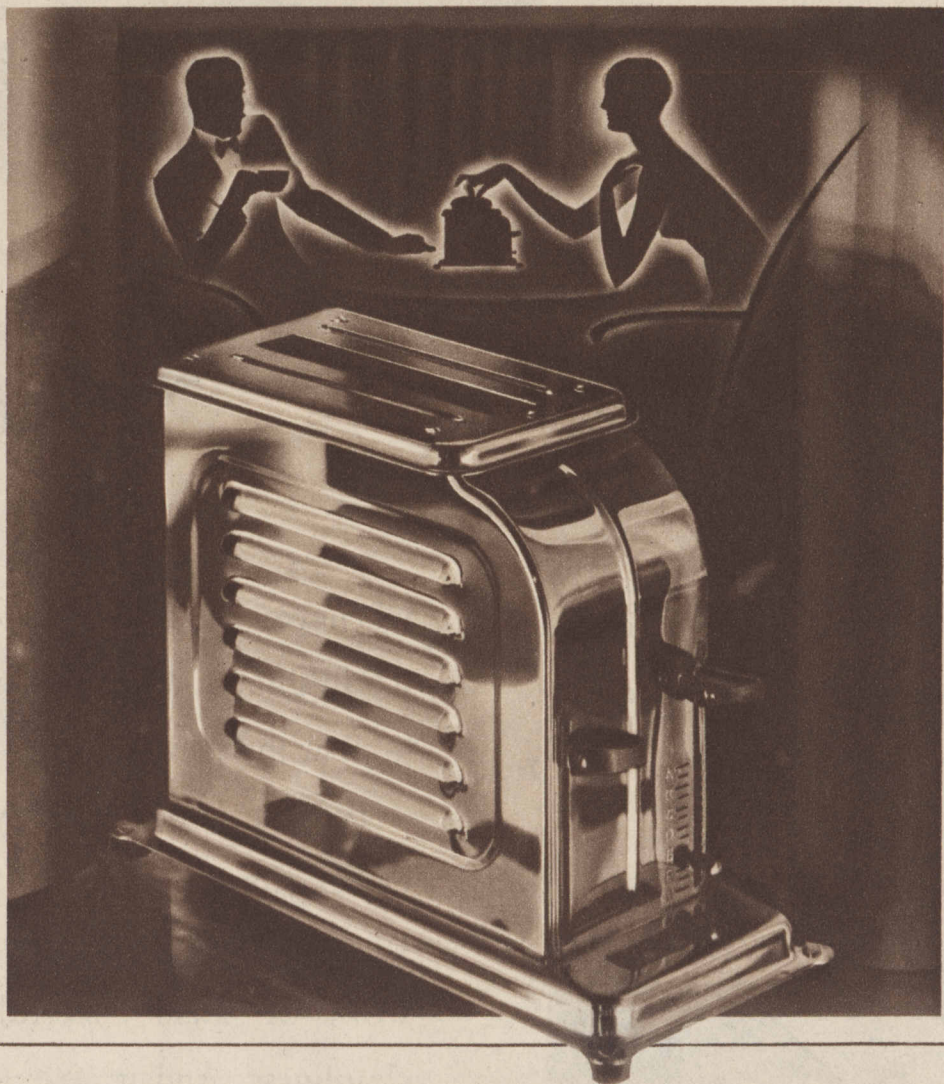
Kaufmann & Fabry Photo.

IF you want to win favor with the ladies—picture your product in an appealing setting . . . in warm tones . . . with subtle beauty. Where else could you find a more effective medium than in Tribune rotogravure! The blend of soft tones, the charm of perfect reproduction, the pictorial appeal will create a desire for possession. Achieve them with

TRIBUNE ROTOGRAVURE

Just Say How You Want Your Toast

This
Amazing NEW-TYPE
Toaster Gives It to
You *Just That Way*
—Automatically!



No Watching, No Turning, No More Burnt Toast

If you ever see this automatic toaster work, you'll never again be happy with the toaster you're now using.

It's really a wonderful thing. In some 175,000 homes, people have shelved their old-type toasters for it. More than a mere "toaster." An efficient toast-making machine that works itself—automatically.

Without watching or turning, it gives you the EXACT kind of toast that you want—EVERY TIME. If your choice is medium toast, you set a little indicator that way, slip in a slice of bread—and go on thinking about other things.

In a few seconds you hear a "pop"—your toast is done and discharged automatically; the electric current automatically turned off.

That's all. It can't burn toast. If you want light brown toast, it gives it to you just that way. If dark brown—just that way. No watching; no bother; no grief.

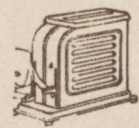
No Other Like It in the World

It is called the *Toastmaster*. Protected under U. S. Patents, there is no other like it.

Electric Light Companies, Department Stores, and Electric Shops everywhere you go have the *Toastmaster* on display.



1 Just drop a slice of bread in open—set indicator for EXACT kind of toast you want.



2 Press the levers down—then forget you are making toast.



3 "Pop!" and it's there on top. Just the kind of toast you ordered.

It toasts both sides at once. Thus the toast is supremely better. It never goes "wrong" even once. You can leave the room while it's operating.

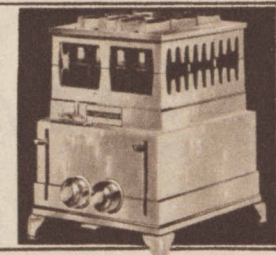
See TODAY

Buy no toaster, for yourself or as a gift, before seeing the *Toastmaster*. See it work, just once. Then you'll know why it has supplanted old-time toasters in over 175,000 homes. Why thousands are flocking to it.

Waters-Genter Company, 213 N. Second St., Minneapolis, Minn.

The Commercial Toastmaster

Proved to be a big profit maker for Hotels, Restaurants, Hospitals, Cafeterias, Coffee and Sandwich shops. Over 25,000 now in daily use. Made in four sizes—3-slice, 4-slice, 8-slice and a new 2-slice. A post card will bring full details without obligation.



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AUTOMATIC ELECTRIC TOASTER

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FACTORY
or
Kroll
Salesroom

*Loop Salesroom
Prices Are the Same
as at Factory

You Save
20% to 40%

when you buy direct from this factory—the largest in the country devoted exclusively to the manufacture and sale of **GENUINE REED** Baby Carriages. Furthermore, you have the advantage of choosing from over a hundred different styles in a score of charming colors.



Kroll Sleeper

Hand woven throughout of genuine reed. Balloon tires. New colors. \$30 value at . . . **\$19.75**

Send for FREE
Style Booklet



Kroll Coach

Now is the time to buy an English Coach. This splendid one reduced to **\$27.50**



Kroll Stroller

New two-tone effect in the smartest styles and colors. \$30 value at . . . **\$19.75**



Now you can buy KROLL KRIBBS at the same low prices that have made Kroll Kabs famous. These are roomy drop-side Cribbs in shaded green, pink, blue and ivory. \$16.75 **\$9.75** values, priced to introduce this new Kroll product . . .

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