The center-of-all-eyes

wears Gossards' bosom-

high* girdle to give her a

fragile stem-like waist, and

an ingenious uplift to sculp-

ture her bosom. Both are

shoulders, a bell-shaped skirt—and a tiny waist for contrast. The bosom-high*

girdle is model 508 and the uplift, model 8010.

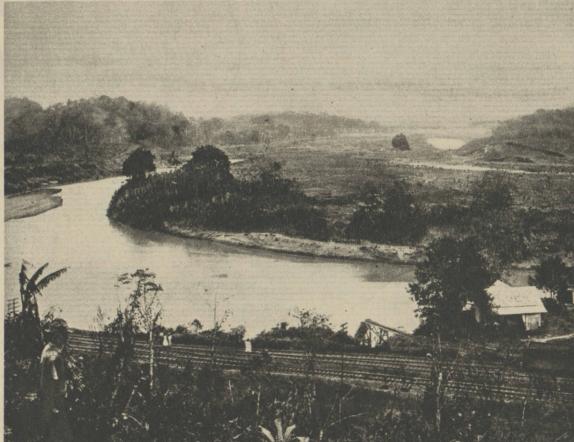
THE H. W. GOSSARD CO.

The GOSSARD Line of Beauty

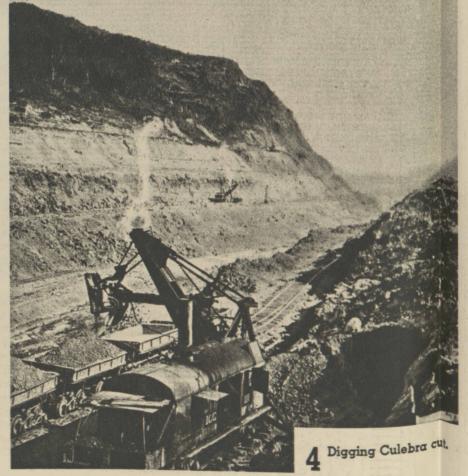
vital to the new "X" silhouette... broadened





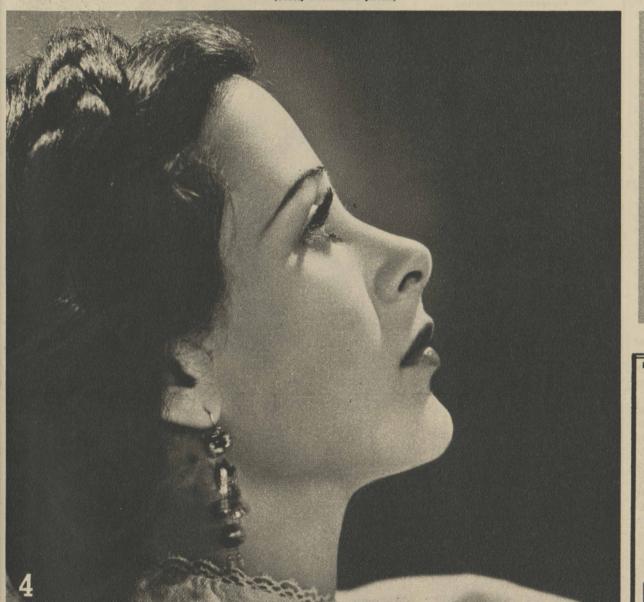


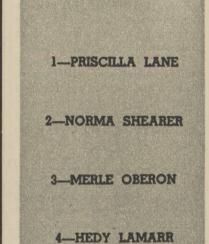
3 Railroad and land now covered by Gatun lake. Canal tolls are fast approaching a \$500,000,000 total since opening in 1914.













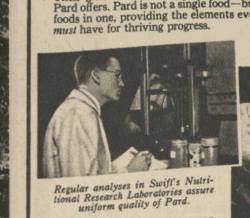
Startling Suds Discovery (Clarence Bull photo.) Restores Scum-dulled Colors **GENERATION FEEDING TEST POINTS**

WAY TO PREVENT MANY DOG AILMENTS! 230 dogs have enjoyed complete freedom from nervousness, excessive shedding, dietary skin irritations, while fed Pard and water exclusively in Swift's Research Kennels. Above-normal growth and development recorded!

 Here's the inside story on why dog owners here's the inside story on why dog owners and veterinarians in growing numbers are switching to Pard exclusively!

For 4½ years now the Pard Generation Feeding Test has been under way in Swift's Research Kennels. With 230 dogs, representing 4 consecutive generations, on Pard-and-water diets, tremendously important facts have been established.

For example, Pard has kept every one of these dogs free from such common ailments as nervousness, dietary skin irritations, excessive shedding. It has brought in every instance an above-normal record for growth and development. And not one dog has had a sick day due ment. And not one dog has had a sick day due ment. And not one dog has had a sick day due to digestive disturbances.
You want a vigorous, healthy, happy dog.
Then give him the low-cost protection that Pard offers. Pard is not a single food—but eight foods in one, providing the elements every dog must have for thriving progress.





PARD ... SWIFT'S SCIENTIFICALLY BALANCED DOG FOOD

Lingerie Can't Get that "Mashed-Out" Look Clinging, Dingy HARD-WATER SCUM!



rade Mark Reg. U. S. Pat. Off., Process and Product stended U. S. Latters Patent 1,968,793 to 7, inclusive.

LINGERIE COLORS

DULLED BY SCUM COME OUT OF

THE RINSE

WATER BRIGHT

AND FRESH!

things clean without needless, flakes promise you these three important advantages of Dreft for washing your silk underthings: And what's more-Dreft dissolves

warm water and guard against possible color-fading! L SUDS OF NON-ALKALINE MILDNESS ... giving you maximum protec-tion against wash-fading Trust all your delicate washables to Dreft's gentle care-it's their as-

RICH SUDS IN HARDEST WATER surance of a long life of bright fresh-.. five times more suds than any ness! Ask your dealer for Dreft today. Believe thousands of women—those are important advantages! No scum to dull lingerie colors and coarsen silky textures! Suds of non-alkaline

mildness-promising the end of

Ounce for ounce, in hard water, economical Dreft does twice the work of fine-fabric soap! So Dreft goes further—saves you money!

Beginning next week—A new mystery story in pictures—"THE RETURN OF PETER QUILL." Every week in the Graphic Section.