



BURNING UP THE WATER AT MIAMI BEACH—Mrs. Jack Rutherford takes her young son for a speedboat spin.
(International photo.)



NET gives a novel touch to Ann Evers' newest bathing outfit.
(Tribune photo.)

Do you know anybody
who deserves

*this
tag?*



MEN avoid her. Girls refuse to bother with her.

"A careless, untidy person who is unpleasant to be with"—that's the way they think of the girl who carries the ugly odor of underarm perspiration on her person.

Too bad. For she misses so many good times—just because she doesn't know that the underarms need special daily care. Soap and water alone are not enough.

The modern girl knows the quick, easy way to give this care. Mum!

Half a minute is all you need to use Mum. Use it any time, before or after dressing. For Mum is harmless to clothing.

It's soothing to the skin, too. You can use it right after shaving the underarms. And remember that Mum prevents every trace of perspiration odor without affecting perspiration itself.

Don't label yourself as "the girl who needs Mum." Use it regularly and be safe! Bristol-Myers, Inc., 630 Fifth Ave., New York.

MUM



USE MUM ON SANITARY NAPKINS, TOO and you'll never have a moment's worry about this source of unpleasantness.

takes the odor out of perspiration

TO MAKE YOUR FIGURE LOVELIER

YOUR
NEW SPRING SUIT
DEMANDS

Flex-zip

(Pat. Applied For.)

In FLEX-ZIP we've developed an improved fastener technique of using the slide fastener. Concealed hook and eye hinges fix the figure and permit the fastener to glide into position—leaving a smooth, slender line of unbroken grace. FLEX-ZIP prevents "pinching" of flesh or lingerie—never shows bulge, bump or wrinkle no matter how you stretch or bend. In Twin-Control for the average figure. Super-Control for the "full" figure. At all good shops, \$5 to \$29.50.

Model illustrated \$12.50

ARTISTIC FOUNDATIONS, Inc.
NEW YORK CITY

FLEXEES

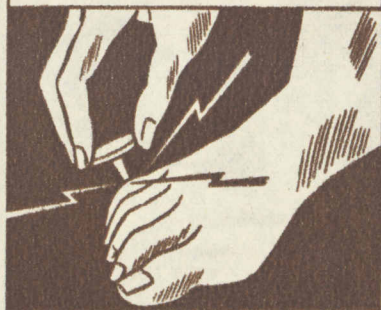
TWIN AND SUPER-CONTROL

THE WORLD'S LOVELIEST FOUNDATIONS



PECCARY FOR DINNER—Two South American hunters with trophies of the chase.
(Photo by William La Varre; from the Chicago Tribune's London bureau.)

A CORN'S LIKE A
TACK IN YOUR TOE



DON'T REMOVE JUST
THE HEAD OF IT!



**THERE'S A NEW SAFE WAY
TO REMOVE CORNS—ROOT AND ALL**

WHEN you have a corn, it's exactly like having a sharp, painful tack in your toe. Paring merely trims the head off; the point or root of the corn remains buried in the toe. Soon the corn grows back again—worse than ever!

Why not remove the entire corn, root and all—the safe, modern, scientific way? Just apply a medicated Blue-Jay plaster. The pain stops instantly. Then quickly the corn loosens, lifts out, is gone!

No danger of infection when you use Blue-Jay. Try it—you'll say goodbye forever to risky cutting and paring. Easy to use. Made with Wet-Pruf adhesive that cannot stick to stockings. Get a box of Blue-Jay today! 25¢ at all druggists.

BLUE-JAY
Bauer & Black Scientific
CORN PLASTER



MONKS WHO BUILD THEIR OWN MONASTERY—White Fathers of Helen, Saint Boswells, Roxburghshire, Scotland, wheeling heavy barrows.
(Photo from The Chicago Tribune's London bureau.)