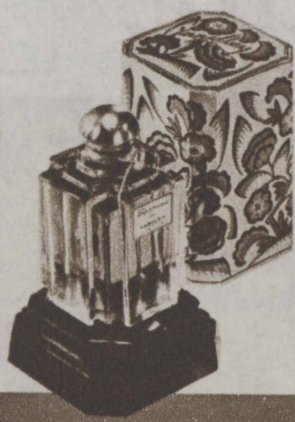




"FRAGRANCE"

for your perfume



and your
face powder, too

"FRAGRANCE" is that glorious, modern perfume introduced by Yardley at "A Century of Progress." Now the same perfume can be had in our face powder, too . . . "Fragrance" face powder, in such a delightful green and silver box that you'll probably buy it whether you need it or not. The powder itself comes very close to perfection . . . as you would expect if you've ever used anything of Yardley's. In six tints,

Natural, Rachel, Medium Rachel, Deep Rachel, Suntan, and English Peach, the price is \$1.10. The perfume may be had at \$8.25 for the size shown. Smaller sizes are \$1.10, \$2.20, and \$4. Available at drug and department stores in the Chicago area. . . . Yardley & Co., Ltd., 620 Fifth Avenue, (Rockefeller Centre), New York City; in London, at 33, Old Bond Street; and Paris, Toronto and Sydney.

BY APPOINTMENT TO HER MAJESTY



THE QUEEN OF ENGLAND

"Fragrance"

A PERFUME BY YARDLEY



IN RED RUSSIA'S WASHINGTON EMBASSY—The renovated grand reception salon.

(Acme photo.)

"Driving a Taxi TAUGHT ME HYDRAULIC BRAKES ARE BEST!"

READ THIS CERTIFIED INTERVIEW WITH JOHN GRASSANO, BROOKLYN, NEW YORK



1. "It's no cinch driving a taxi. I have to travel fast . . . but always be ready to stop 'on a dime.' I'd be out of luck lots of times if I didn't have hydraulic brakes."



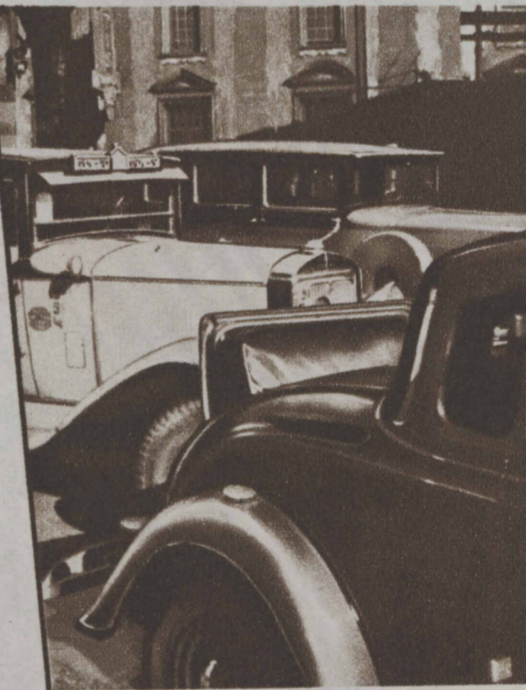
2. "Every day I get 'hurry calls.' People late for appointments—I have to 'make time.' But if anything should happen it would be just too bad for me."

*"You Bet I picked Plymouth
for my own family. I'm not
taking any Chances"*

STOPPING AND STARTING . . . weaving in and out of traffic . . . taxi driver John Grassano knows the importance of having good brakes . . . always!

That's why he picked a Plymouth for his own family. "Because it has Hydraulic Brakes. I've found they're best. They stop you quicker. They take hold on all four wheels at once—they're automatically self-equalized. There's no side-skidding," said Grassano.

Another reason he picked Plymouth was for its safety-steel body—steel reinforced with steel. "You need this protection these days. No man wants his family to take chances," he says.



3. "Dodging trucks and elevated pillars takes good brakes. In eight years of driving I've never had an accident."



4. "Hydraulic Brakes have kept me out of trouble hundreds of times. You can bet I'm not taking chances on any other kind—in a car for my family."

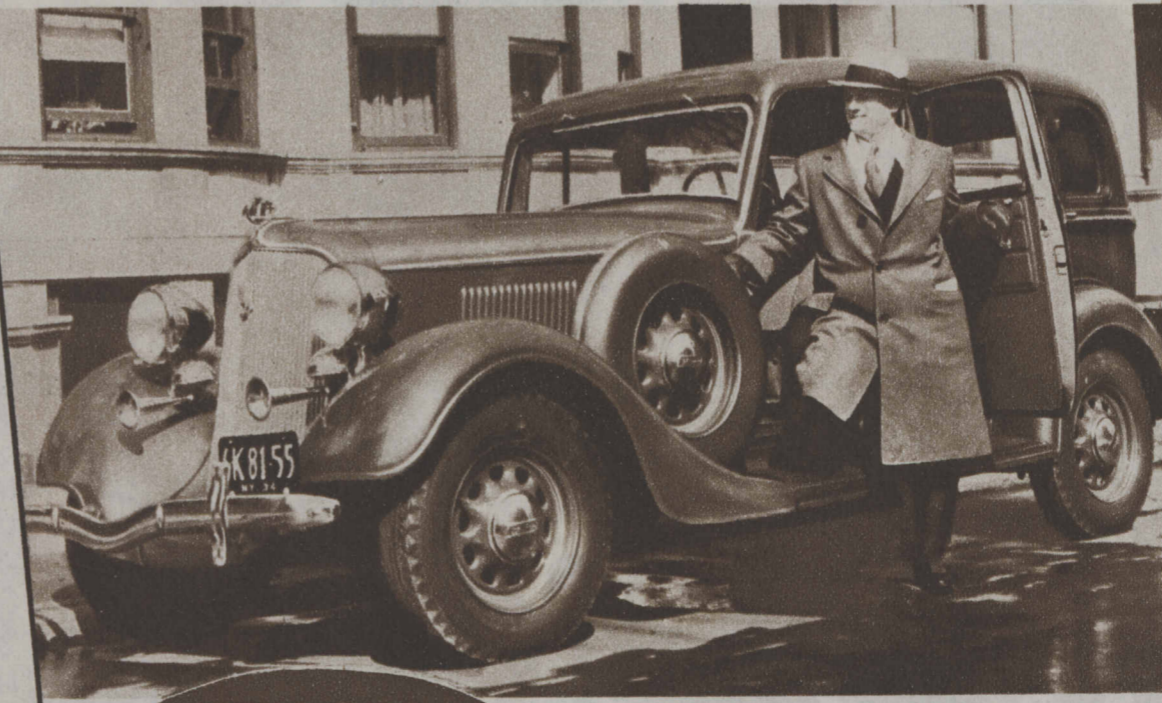
NEXT TO SAFETY COMES COMFORT. So Plymouth has patented Floating Power engine mountings to keep all vibration away from the passengers.

You'll also find the best kind of Individual Wheel Springing in Plymouth. These big coil springs smooth out the roughest roads.

Plymouth is the only low-priced car that can give you all four of the vital features you need . . . Hydraulic Brakes, Safety-Steel Body, Floating Power and Individual Wheel Springing.

And for the smallest extra charge in the industry (only \$10 extra on De Luxe Sedan) you can have improved Duplate Safety Plate Glass throughout.

Ride in a Plymouth before you make any decision. Any Dodge, De Soto or Chrysler dealer will demonstrate.



IT'S THE
BEST ENGINEERED
LOW-PRICED CAR

5. Above—the De Luxe Plymouth Sedan. Plymouth prices begin at \$530 at the factory, Detroit, Michigan—and are subject to change without notice.

\$530

AND UP
AT THE FACTORY
DETROIT

NEW PLYMOUTH



BROWN POPPIES at the waist-line and a jacket with rich mink sleeves are luxurious notes of this smart new costume of Adrienne Ames'.



A SPLASH OF RED, in the shoulder flowers of chiffon, gives colorful accent to this spring mode of black and white organdie over white taffeta.

(Associated Press photo)