



MEN say of her, "Good looking. Good company. Nice Girl. But please excuse me."

Why?

There is just one reason. She's careless about herself! She has never learned that soap and water cannot protect her from that ugly odor of underarm perspiration which makes people avoid her.

She has nobody to blame but herself. For it's so easy, these days, to keep the underarms fresh, free from odor all day long. With Mum!

It takes just half a minute to use Mum. And you can use it any time—before dressing or afterwards. Mum is harmless to clothing, you know.

It's soothing to the skin, too. You can use it right after shaving the underarms.

The daily Mum habit will prevent every trace of underarm odor without preventing perspiration itself. Get into the habit—it pays socially. Bristol-Myers, Inc., 75 West St., New York.



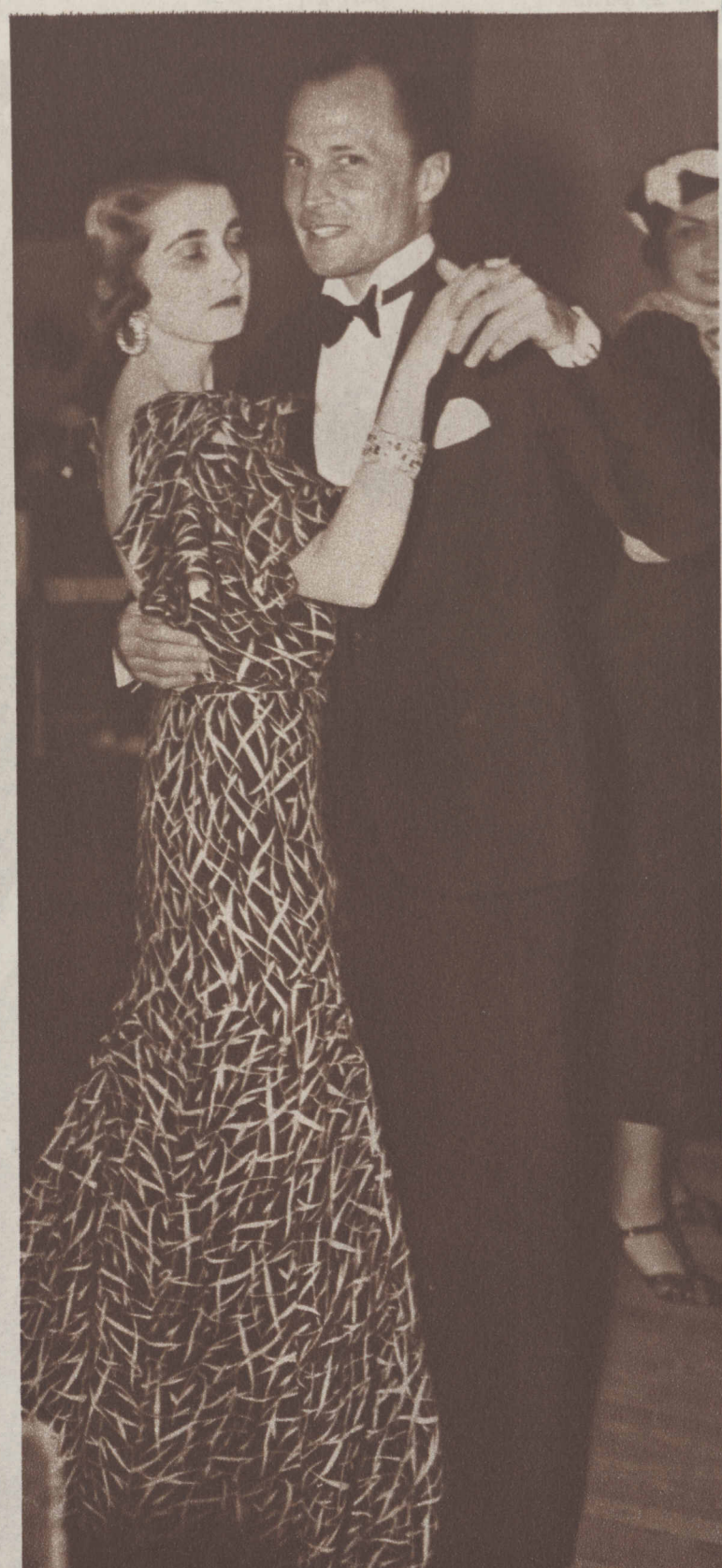
## MUM TAKES THE ODOR OUT OF PERSPIRATION

ON SANITARY NAPKINS, Mum will keep you from offending in this way.



FLOOD IN THE FOREST PRESERVE—A submerged picnic ground near River Forest.

(Tribune photo.)

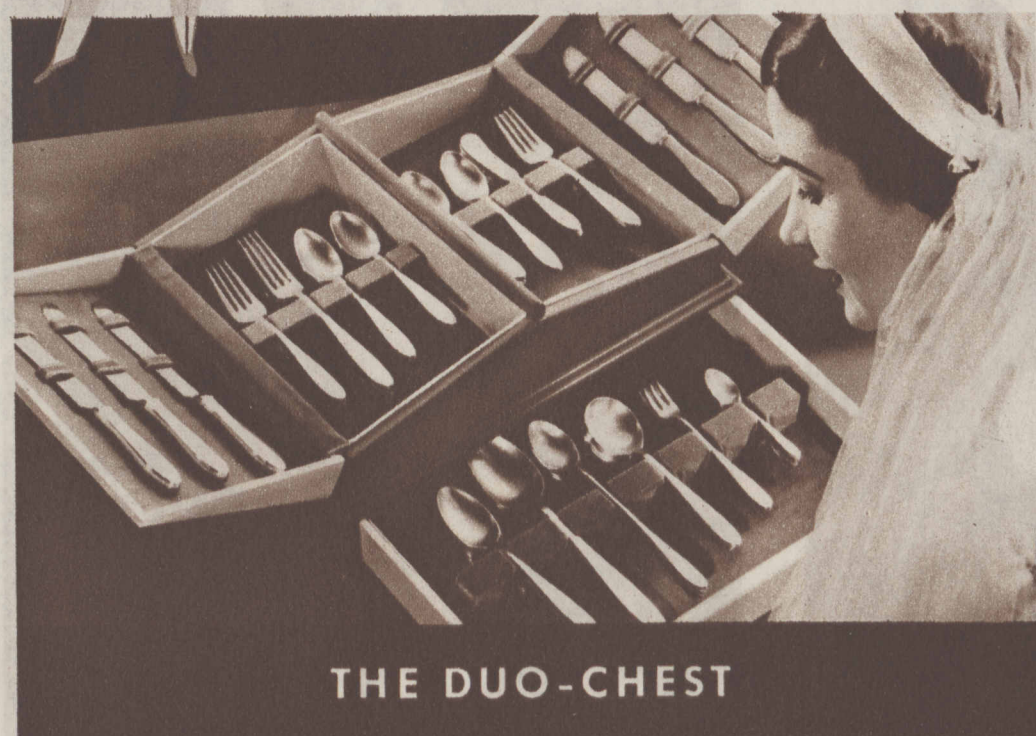


THE 5 AND 10 COUNTESS ON HER SECOND HONEYMOON—Count Kurt Haugwitz-Reventlow and his bride, the former Princess Mdivani (born Barbara Hutton), dancing at a San Francisco hotel.

(Associated Press photo.)



To make  
a Bride's Heart  
Beat Faster!



THE DUO-CHEST

THE two loveliest sterling silver patterns that have greeted your eyes in many a moon are waiting for you at your jeweler's—Simplicity and Springtime by International Sterling!

Simplicity is beauty unadorned—sheer grace of line from tip to tapered handle, with but one touch of decoration... your monogram!

Springtime is sumptuous—intricately designed and deeply, delicately carved—a masterpiece of Renaissance artistry!

INTERNATIONAL SILVER COMPANY • Sterling Silver Division  
WALLINGFORD, CONNECTICUT

INTERNATIONAL STERLING

We offer a beautiful gift setting for these delightful new patterns—the Duo-Chest of rich blue lacquer, bound with metal. The top section holds a basic service for six: 12 teaspoons, 6 forks, knives, butter spreaders, salad forks. With Simplicity service—\$79.50; with Springtime—\$93.00.

The pedestal section adds 6 cream soup spoons, iced teaspoons, oyster forks, coffee spoons, dessert spoons, 2 tablespoons. Complete 68-piece service in double case—Simplicity, \$151.50; Springtime, \$176.50.



SIMPLICITY



SPRINGTIME



AFTER ENGLAND'S ROYAL JUBILEE PROCESSION—Typical debris in Fleet street.

(Chicago Tribune Press Service photo.)