

SMOKE Gets in Your EYES



Everything set? Let's see—the thermos, the hamper, the grill . . . and the Murine. What? Murine for a picnic? You bet! Before night you'll be glad we took it with us.



Here come the children from their swim—and the first reason for bringing Murine. Even the cleanest lake water leaves eyes red and uncomfortable, and Murine is both cleansing and soothing.



Lighting a fire with this green wood is no joke. And the smoke insists on going in my eyes.

Use the Murine—a couple drops in each eye will take away the stinging sensation. It washes out the tiny particles that cause irritation.



You're right, honey—I'm glad we took the Murine. It helped to make our day perfect.

It will make the night perfect, too. After being out in the sun and dust and wind, our eyes need to be refreshed.

YOU NEED MURINE For Your EYES THIS SUMMER

Summer is the season of wind, sun glare and dust—all bad for eyes. Murine is the safe and effective way to combat them. Its gentle action cannot harm delicate eye tissues. Get a bottle today at any drug store.



Tribune photo

BLOOMS OF LILAC DAYS CHEER HOSPITALS AND OTHER INSTITUTIONS—These truckloads of flowers, and others, came from Chicagoland gardens on one of the two days of collection in the "share your lilacs" campaign. This movement, sponsored by the Chicago Plant, Flower, and Fruit guild and The Chicago Tribune, has become the largest of its kind in the United States.



Tribune photo

IN UNIFORMS OF OTHER DAYS, troopers of the 14th cavalry rehearse for the Lake Forest horse show, June 17-20.

BEACH SUITS OF 1937



VEDA ANN BORG of the movies wears a bathing suit of native-printed cotton.



LYNN BERKELEY models one of the new knitted suits for beach wear.

MR. McTAVISH • HIS ADVENTURES

THE SLICKEST, COOLEST SHAVING CREAM I EVER USED!



That's what thousands of men are saying about Listerine Shaving Cream. You'll say so yourself, once you try it.

Why not gamble two bits and make it prove itself to you? You will get 104 of the finest, coolest shaves you ever had.

In Listerine Shaving Cream is a gentle balm and lubricant that is kind to the tenderest skin . . . leaves it cool and pliable instead of raw and stiff.

LAMBERT PHARMACAL Co. St. Louis, Mo.



104 COOL SHAVES FOR 25¢



1 Mr. McTavish slumbers—perchance dreaming of hot dogs.



2 At any rate, next morning the master weighs up a ration . . .



3 And Mr. McTavish seats himself at table hopefully.

photos from Herbert H. Schoenlant

FOR ITCHING SKIN

Are you suffering from an itching, burning, irritated skin? There's no need to. For 30 years Zemo has brought welcome relief to millions of sufferers. Because of its rare ingredients, Zemo usually cools, soothes and relieves the itching of Eczema, Simple Rashes, Pimples, Ringworm and similar annoying skin irritations promptly. Buy Zemo today—All drugists .35¢, 60¢, \$1. Approved by Good Housekeeping Bureau.

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FOR SKIN IRRITATIONS