



BETTE DAVIS

A Hollywood Family Album



PAT O'BRIEN



Above:
GERALDINE
FITZGERALD



ERROL
FLYNN



JANE
WYMAN

CHECK CEREAL SALES—SPARK PLUG DRIVE—NEW COMICS CAMPAIGN



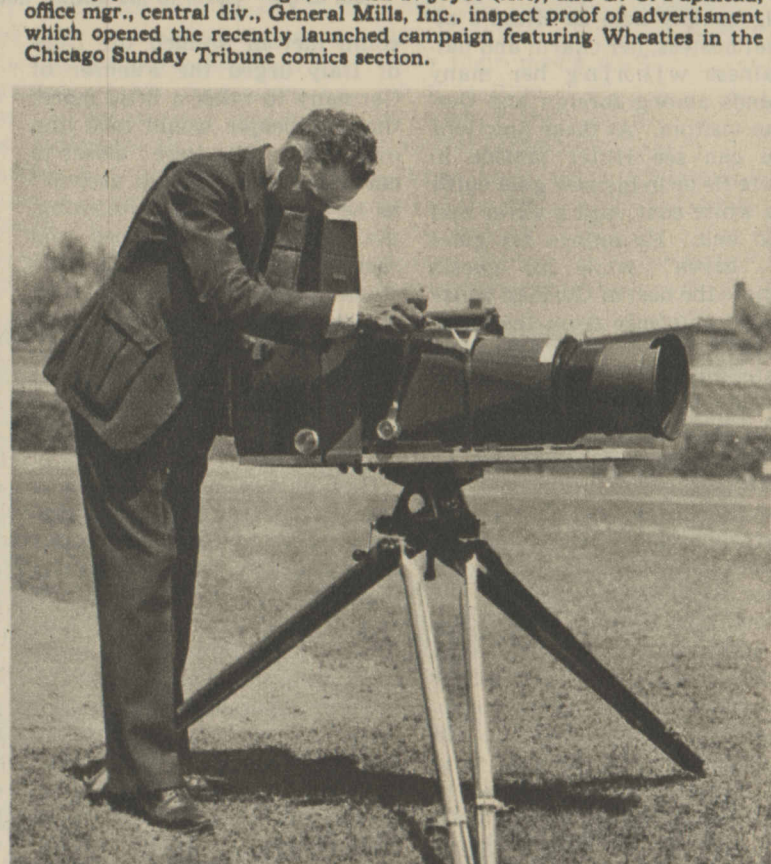
Edward R. Shopp (left), dist. mgr., Cream of Wheat Corp., and W. H. Hattendorf, Chicago Tribune nat. adv. staff, discuss results produced by the campaign featuring Cream of Wheat in the Roto Picture section of the Sunday Tribune. More of the Cream of Wheat appropriation for advertising is placed in the Tribune than in any other Chicago newspaper.



Grocery products sales mgr., Patrick S. Joyce (left), and G. C. Papineau, office mgr., central div., General Mills, Inc., inspect proof of advertisement which opened the recently launched campaign featuring Wheaties in the Chicago Sunday Tribune comics section.



K. L. Snedecor (right), mgr., central div., Electric Auto-Lite Co., and J. F. Nash, Chicago Tribune nat. adv. staff, review progress of the Auto-Lite spark plug advertising campaign which is appearing exclusively in the Roto Picture section of the Sunday Tribune. In background, no lady—a window display.



Swain Scafe, Tribune news photographer, focuses the new giant telescopic camera recently constructed to Tribune specifications. Capable of magnifying the image almost six times more than the ordinary news camera, the new Big Bertha will be used principally for sports events and other subjects of which it is impossible otherwise to get good close-ups.

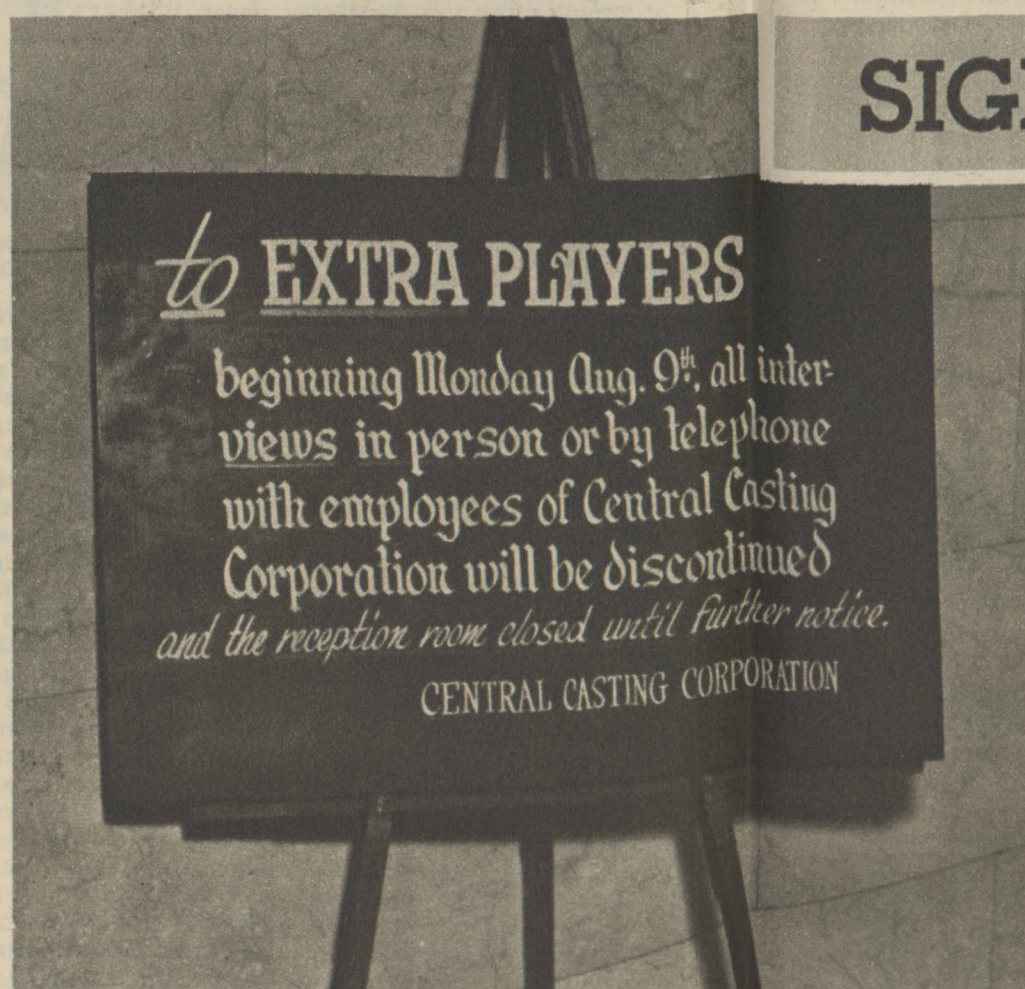


At right: GEORGE HURRELL, the Hollywood "still" man who took these pictures, poses for himself. He gets his effects by playing phonographs, clowning, refusing to be overawed, shooting when least expected.

At left:
ROSEMARY
LANE

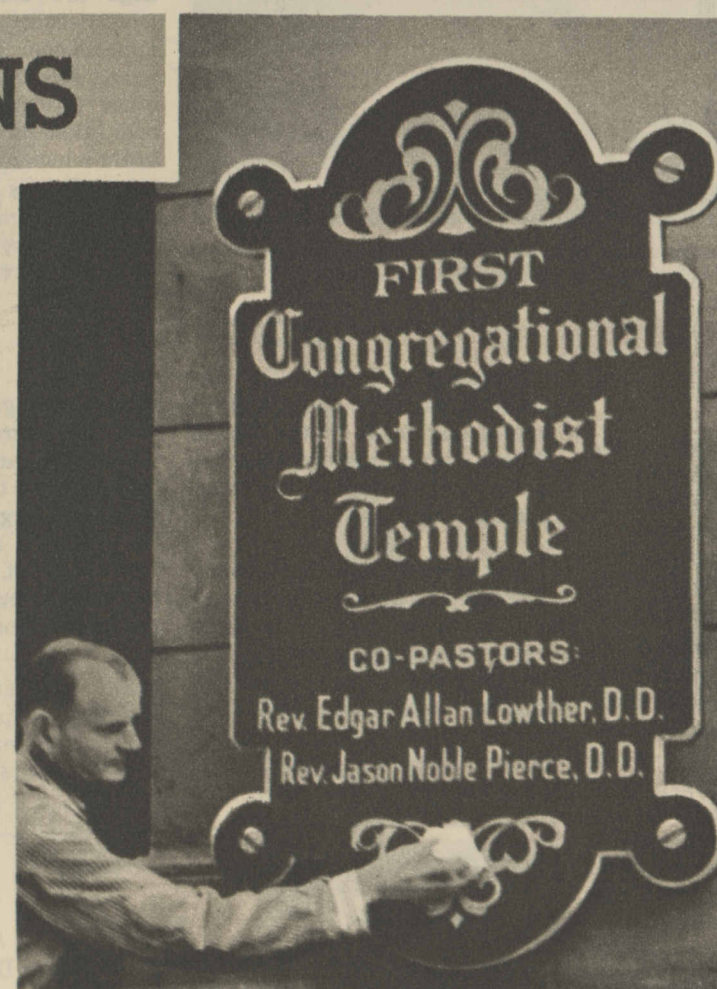


(Acme photo.)
Royal prerogative—Two-year-old Viscount Chelsea of London.



(Acme photo.)
Hollywood guidepost.

SIGNS



(Acme photo.)
Consolidation.



(Acme photo.)
Beauty parade.

IS YOUR DOG A "Gitterbug"?

Not a sign of nervous ailments, excess shedding, listlessness, or other common troubles among 250 dogs raised by Swift exclusively on Pard and water.



● "Dogs need not be troubled by common ailments"—indicates 5-year canine study! Listlessness, loss of appetite, diarrhea, and other common ills, attributed by leading veterinarians to faulty feeding, never occurred among the 250 pedigreed dogs raised exclusively on Pard in Swift's Research Kennels!

And, too, these thoroughbreds—representing 4 consecutive generations—have shown above-normal growth, along with unusually fine conformation to breed. Facts like these indicate the additional benefits your dog would get through a steady diet of Pard.

Veterinarians in increasing numbers are recommending Pard for all breeds. For your dog's health and happiness—start him on Pard now!



A SWIFT & COMPANY
PRODUCT

PARD
SWIFT'S NUTRITIONALLY
BALANCED DOG FOOD



Chemical and biological analyses assure uniform balance in every can of Pard. Weight, appetite, and growth of Pedigreed dogs in Swift's Research Kennels are checked regularly by Swift Scientists.

FOR GREATER SALES IN CHICAGO, USE THE CHICAGO TRIBUNE