

SOCIETY



OUTDOOR MODES of the new season were introduced at the New York races. Miss Edna Brokaw and Miss Winifred Lowe appeared as you see them here arrayed.
(Photograph from Pacific and Atlantic.)

A SPORTS ENSEMBLE in rough tweed is sponsored by the vivacious Miss Marjorie Oelrichs.
(Photograph from Pacific and Atlantic.)



THE HORN OF THE HUNTER is heard on Chicago's north shore these days, with the season in full swing. The photographer found Maj. Frederic McLaughlin and Mrs. McLaughlin, formerly Irene Castle, practicing the jumps at Lake Forest.
(Photograph from Pacific and Atlantic.)



MORE ENSEMBLES, worn by Mrs. Gilbert Ralston and Mrs. Throop Boardman.
(Photograph from Pacific and Atlantic.)



TWO OF ENGLAND'S OLDEST FAMILIES were linked by the marriage of Viscount Loftus and Miss Thea Margaret Gordon Gronovold at the seaside resort of Hove. The viscount is the son and heir of the marquis of Ely, and a descendant of Strongbow, the redoubtable 12th century warrior. His bride has a common ancestry with the dukes of Gordon and the marquises of Huntly.
(Photograph copyright by Pacific and Atlantic.)

You May Pay More — but you can't buy more!

The elimination of costly selling expense makes possible this new low price of \$39.50. Remember it is the same cleaner that originally sold for \$62.50. The \$23.00 saved by the dealer thru reduced selling costs is passed along to you.

This latest model combines Beating Brush Action and Sweeping Brush Action with powerful Suction. The result is thorough, easy, rapid cleaning. Be satisfied with nothing less.

Compare this cleaner with any built, regardless of price. Forget the low price. Expect great things. This fine, motor-driven brush cleaner now costs you less than most machines that clean by suction alone—and suction alone is not enough. If you don't know the nearest dealer, write us for his name and all details.

HAMILTON BEACH MFG. CO.
RACINE, WISCONSIN
Subsidiary of Scovill Mfg. Co.—assets over \$33,000,000 and a record of 126 years of successful manufacturing

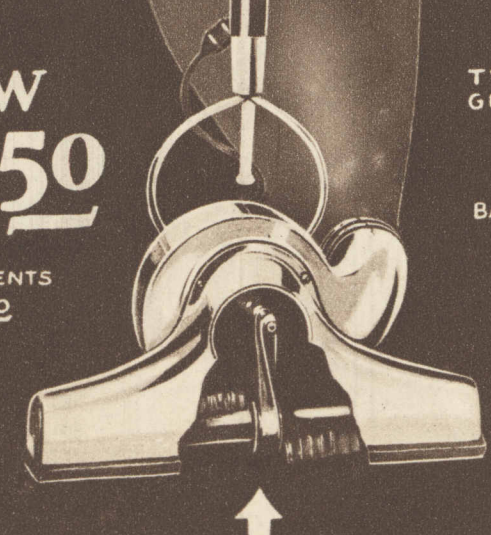
Hamilton Beach Vacuum Cleaner
MOTOR-DRIVEN BEATING BRUSH WITH SWEEPING BRUSH ACTION

NOW \$39.50
LESS ATTACHMENTS WAS \$62.50

TWO YEAR GUARANTEE

BALL BEARING MOTOR

BUILT TO LAST A LIFETIME

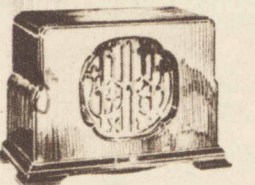


CUT AWAY VIEW SHOWING MOTOR DRIVEN BEATING BRUSH

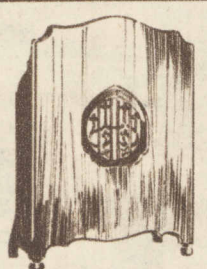
MAGNAVOX "Dynamic" SPEAKERS



The Belvedere
Two-tone walnut floor screen
For A-Battery Operation . . . \$50
For AC Operation \$65



The Beverly
Gracefully proportioned cabinet finished in light mahogany.
For A-Battery Operation \$35
For AC Operation \$70



"FIRST SPEAKER FIRST DYNAMIC"

LICENSED APPARATUS
DYNAMIC
THE MARK OF THE GENUINE

Dynamic realism is radio's newly acknowledged refinement . . . originally sponsored by Magnavox. Every tone rich, full and vivid . . . over entire audible range. A cascade of volume . . . without distortion. America's finest radio sets are made with Magnavox Speakers as built-in equipment.

THE MAGNAVOX COMPANY
Oakland, California Chicago, Illinois



Are You Afraid of A "Close-Up"?

If you would have the closest inspection reveal a smooth, satin-textured complexion, begin using Black and White Peroxide (Vanishing) Cream today!

This pure, snowy cream softens, whitens and refines the skin and protects it against dust and weather. It provides a dainty and effective base, which holds face powder on, smoothly and evenly, for hours without renewing.

Black and White Beauty Creations are of a quality acceptable to those who seek the best, at prices within the reach of all—25c and 50c.

BLACK AND WHITE Peroxide (VANISHING) Cream IDEAL POWDER BASE

