

MAKE
STATIONS
SIMPLY GLOW
WITH FRENCH ECRU



And it
won't wash
out! That
cheery "sunshiny" color
lasts for many
months—resists

many washings-so different from ordinary "surface colors" that need to be applied each time. For this reason Rit is less expensive, too-and so easy, so quick you'll be simply thrilled! Just be sure to get French Ecru Rit.

NEW RIT
LASTS LONGER
SECAUSE IT
SOAKS IN DEEPER

RIT actually soaks into the fibres by means of one famous ingredient (patented) that can't be imitated. That's why Rit colors last longer than ordinary dyes—are clearer, more lustrous. Do try Rit and learn the difference—for dresses, lingerie, bed spreads, etc. 33 delightful shades. 15c at all drug stores and notion counters.

YOU'LL HAVE BETTER LUCK WITH RIT



Skin Irritation no longer annoys me

You, too, can be quickly relieved of skin discomfort if you will keep a jar of Resinol Ointment on hand, and apply it at once—as I do—to any bit of chafed, itching, smarting or pimply skin. It can be safely used anywhere on the body and it not only gives amazingly quick relief, but it promotes healing of the irritated skin. Get Resinol today—it's invaluable for "everyday" skin ills and hurts.

Resinol





"MISS EUROPE"—"Miss Finland" (Esther Toivonen) being crowned at a London contest.

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Exclusive Styles!

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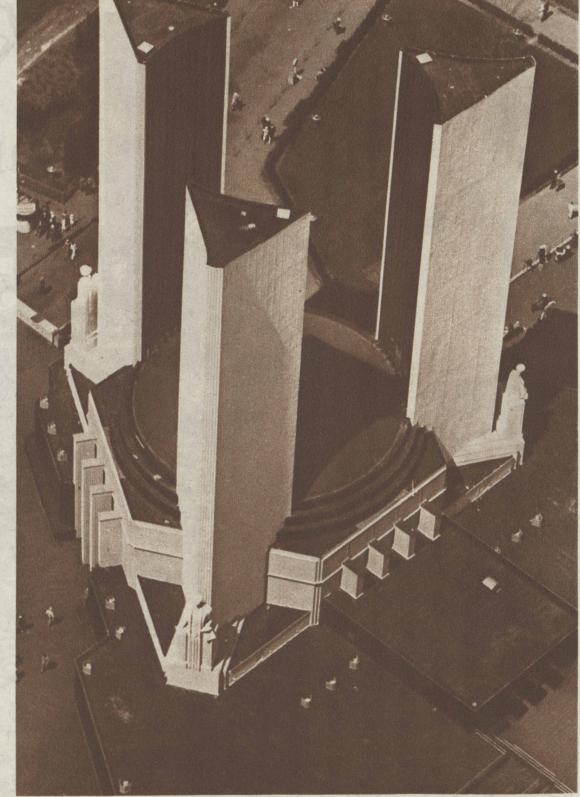
PRIZE WINNER—With this photograph of the approach to the Hall of Science Walter J. Pfeiffer, 1147 North Dearborn street, won first place in a contest sponsored by the Sky Ride and the Hall of Photography, A Century of Progress.



VERY figure, regardless of age or proportion, has its line of fashion. Among the many lovely foundations of Bien Jolie there is one perfectly designed to smooth faulty contours into the natural fashion line inherent in your figure. Corsette, bandette or girdle — whatever type or model you need — you'll find it in a Bien Jolie. At all corsetry departments. Benjamin and Johnes, Inc., Newark, New Jersey.

BIEN OLIE
FOUNDATIONS

Loveliness in Every Line



THE FEDERAL GROUP—A photograph by Robert Saks, 746 South Homan avenue, which was given honorary place in the World's Fair contest.