



A GIFT FROM ALFONSO—The King of Spain presented Santa Clara mission a new bell, to take the place of the one destroyed by fire. The gift was dedicated with a pageant in front of the old mission, which stands on the campus of the University of Santa Clara, in California. (Photograph from Wide World.)



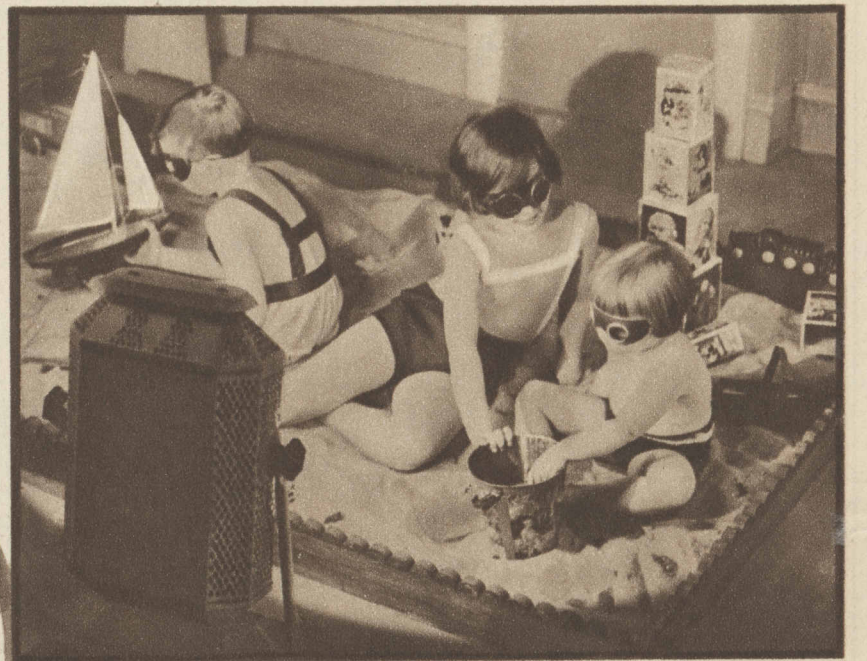
AN INFORMAL "AT HOME"—Premier Hamaguchi and his wife were taking life as they found it when the photographer dropped along to snap them on the portico of their official residence in Tokio. (Photograph from Underwood & Underwood.)



THE MIDNIGHT SUN shines through the arctic night at Point Barrow, northernmost spot in Alaska. The remarkable view was taken from the deck of the trading schooner C. S. Holmes. (Photograph from Pacific and Atlantic.)



Brown happy bodies in summer-time!



The New Table Model Eveready Sunshine Lamp gives you the stimulating healthful tan of pure summer sunshine!

Just Because Winter Sunshine LACKS Health Building Rays



The Floor Model Eveready Sunshine Lamp gives you sunshine when you want it.



Cold sunless days of winter sap our vitality!

YOUR CHILDREN have little time for outdoor play in winter. School keeps them over desks. Days are short. When free to play—cold and darkness soon send little feet scurrying home. The winter sun is weak in vital, health-building rays of summer sunshine. *Active growing bodies need these rays...*

Faces grow pale—they lose their rich, healthy tan of summer-time

Grown-ups, as well as children, deprived of these tonic solar forces may become easier prey to common disorders and winter ailments. *This is proved by increased deaths during winter months when sunshine is weakest!* For that reason—for years many hospitals have been using carbon-arc lamps to supplement sunshine. Sunshine—natural or man-made—stimulates absorption of the bone-building Vitamin D, promotes calcium metabolism, builds resistance to disease.

These life-giving rays can now be produced in your home! The Eveready Sunshine Lamp, burning either Eveready Sunshine Carbons (which are especially good for children) or Eveready Super-Tan Carbons, will do for you all that summer sunshine will do! It is built and backed by National Carbon Company—famous for 53 years for the quality of its electrical and carbon

Will your children risk colds and sickness again this winter?

products. It gives you practically every ray of pure summer sunshine with a flip of the switch!

Now—a fascinating tan quicker!

Eveready Super-Tan Carbons supply more of the ultra-violet rays. They give your body the rich, warm shades of tan so much desired now. You will have a new thrill of well-being as your skin grows soft and brown—for the Eveready Sunshine Lamp tans but leaves the skin soft and silky because a special glass filter screens out any harsh rays before they reach your body!

Initial payment as low as \$10

This safe, easily operated lamp is especially designed by National Carbon scientists for home use. Drop into any of the dealers listed below and see how easy it is to have sunshine. Give your children—and your family—the benefit of active sunshine now! For a payment of as little as \$10 you can have an Eveready Sunshine Lamp placed in your home at once!

NATIONAL CARBON COMPANY, INC.
Carbon Sales Division: Cleveland, Ohio

Unit of Union Carbide and Carbon Corporation

(Should you desire to use this lamp for any specific disorder, do not attempt self-diagnosis, but consult your physician.)

EVEREADY
TRADE MARK REG.
Sunshine Lamp

Merchant Film Service Co., 314 E. 75th St.
Public Service of Northern Illinois—all stores.

THE FAIR—3 Stores

State, Adams and Dearborn Sts.
Oak Park—Lake at Marion St.
Milwaukee Avenue at Wood St.

HINSDALE

Louis H. Deike, Barrett Hardware Co.,
212 Hinsdale Ave. 113 N. Ottawa St.

LA GRANGE

Carey-Beckman Co., 21 Calender Ave.

Lily of France Duo-Sette



Autumn Fashion resorts to Princesse frocks and tucked-in blouses to make a woman realize that body lines can be beauty lines again. With the Duo-Sette, it's a joy to wear the new clothes!

AT QUALITY STORES EVERYWHERE
AND IN CHICAGO EXCLUSIVELY AT

CHAS-A-STEVENSON & BROS

Eveready Sunshine Lamps may be had for prices as low as \$59.50 and \$137.50.

Eveready \$10 down
Table Model
\$6.50 a month

for only eight months. Time payments for larger model equally low!

YOURS FREE! Valuable, authoritative new book on sunshine and health. Beautifully illustrated! See your dealer or send this coupon TODAY

NATIONAL CARBON CO., Inc., Cleveland, Ohio
Gentlemen: I want to keep well in winter. Send me your wonderful free book at once, with no obligation on my part.

Name _____

Address _____

(If you wish a demonstration indicate the day and time convenient to you here and send coupon to any of the dealers listed instead of to the address above. Day..... Time convenient.....)