

CONVERTS BEGINNERS— CONVINCES SKEPTICS!

**SOMETHING WONDERFUL
GOES ON INSIDE**

**FILTER-COOLED
Frank
MEDICO**

This simple appearing yet amazing absorbent filter invention with Cellophane exterior and cooling mesh screen interior keeps juices and flakes in Filter and out of mouth.

Prevents tongue bite, raw mouth, wet heel, bad odor, frequent expectoration. No breaking in. Improves the taste and aroma of any tobacco.

NOVEL & STANDARD SHAPES

Don't be misled by low price

1 FINEST BRIAR MONEY CAN BUY

UNHEARD OF VALUE

Write for Pamphlet R

S.M. FRANK & CO., Inc.
Est. 1900
133 FIFTH AVE., N. Y. C.

ALSO CIGARETTE AND CIGAR HOLDERS

**THE ONLY PATENTED
"CELLOPHANE" SEALED
FILTER—IT REALLY FILTERS**

NO WONDER MY HANDS GET ROUGH—ALL THE WORK I DO BUT HAND LOTIONS ARE SO STICKY AND DON'T ABSORB

PACQUIN'S HAND CREAM IS WHAT YOU NEED, ALICE. IT RUBS IN SO IT ISN'T A BIT STICKY OR MESSY. AND IT ISN'T A BIT EXPENSIVE, EITHER.

Those poor puckered hands—let Pacquin's make them dainty!

After doing the dishes, after hanging out the wash, every night before retiring—rub in Pacquin's Hand Cream, if you want pretty hands. Not a sticky lotion, but a dainty hand cream. Soothes hands, keeps them comfortable. Dentists and nurses discovered this amazing hand care. Now women everywhere have adopted Pacquin's. Economical—goes a long way. Is absorbed quickly. At nearest drug, department, or 5 & 10c stores.



SCENIC GRANDEUR IN MEXICO CITY—A view of the cathedral, with three other churches visible in the background.

(Photo from Ralph E. Gray.)

"California, here we come...in the next best thing to flying!"



WHEELS ARE WINGS on this new kind of car! Like an air transport hugging the land, the LINCOLN-ZEPHYR glides across hill and countryside... giving a fresh idea of how a motor car should perform... rolling up fresh records of economy.

This is the car, Lincoln-built, in which a Louisiana owner drove 12,000 miles across country through ice, snow, flood and windstorm to average 17 miles per gallon. (Owners consistently report 14 to 18 miles to the gallon!)

This is the car that left Arizona for California... over desert, sand, stream, roads with high centers and roads by name only... and caused the owner to say, "It makes you feel, always, as though you were on a boulevard."

This is the car with an engine of 12 cylinders in V-formation... with a new, rigid, steel, one-piece body and frame... with features that set new standards of comfort, safety, and roadability.

This is the only car of its kind!

Arrange, today, to drive the LINCOLN-ZEPHYR. Prepare for a new thrill at the wheel. For this new car brings back the old desire to travel... to see the land and the people... to look again upon far and lovely places.

Prices this year are lower. Lincoln Motor Company, builders of Lincoln and Lincoln-Zephyr motor cars.

LINCOLN-ZEPHYR V-12 for 1937

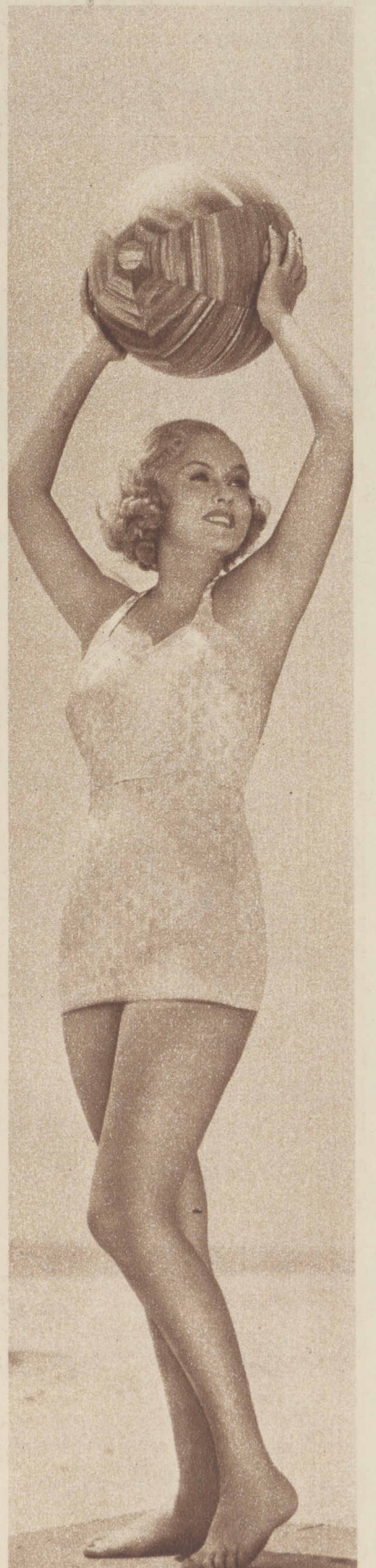
BASE PRICES

\$1090

**AND UP AT
DETROIT PLANT**

Taxes, delivery and handling,
bumpers and spare tire extra.

On display at showrooms of all
Lincoln-Zephyr dealers. Con-
venient terms through Author-
ized Universal Credit Company
Finance Plans.



BEACH GLAMOR—Patricia Ellis on the California shore.