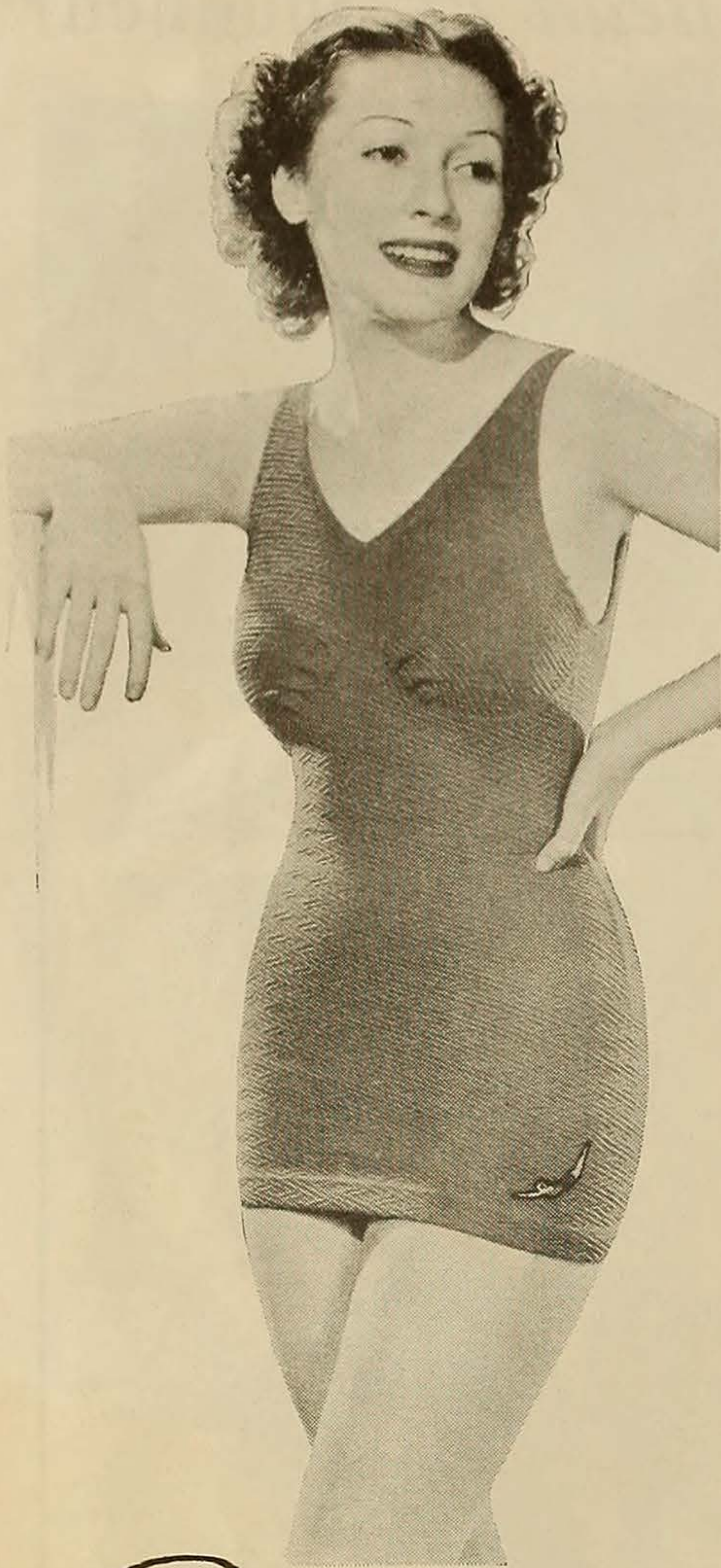


“WIN a LETTIE LEE Dress!”

When you win one of these frocks—modeled by Jane Wyatt—you’ll be dressed like a Hollywood star!



Speaking of FIT

Permanent Fit is the First Essential in a swimming suit. Many suits fit satisfactorily in the try-on-rooms. Not so many a month later. Week after week, month after month, a Jantzen fits perfectly. It's America's finest-fitting swimming suit. The magic of Jantzen-stitch literally molds it to your body with an amazing degree of figure control.

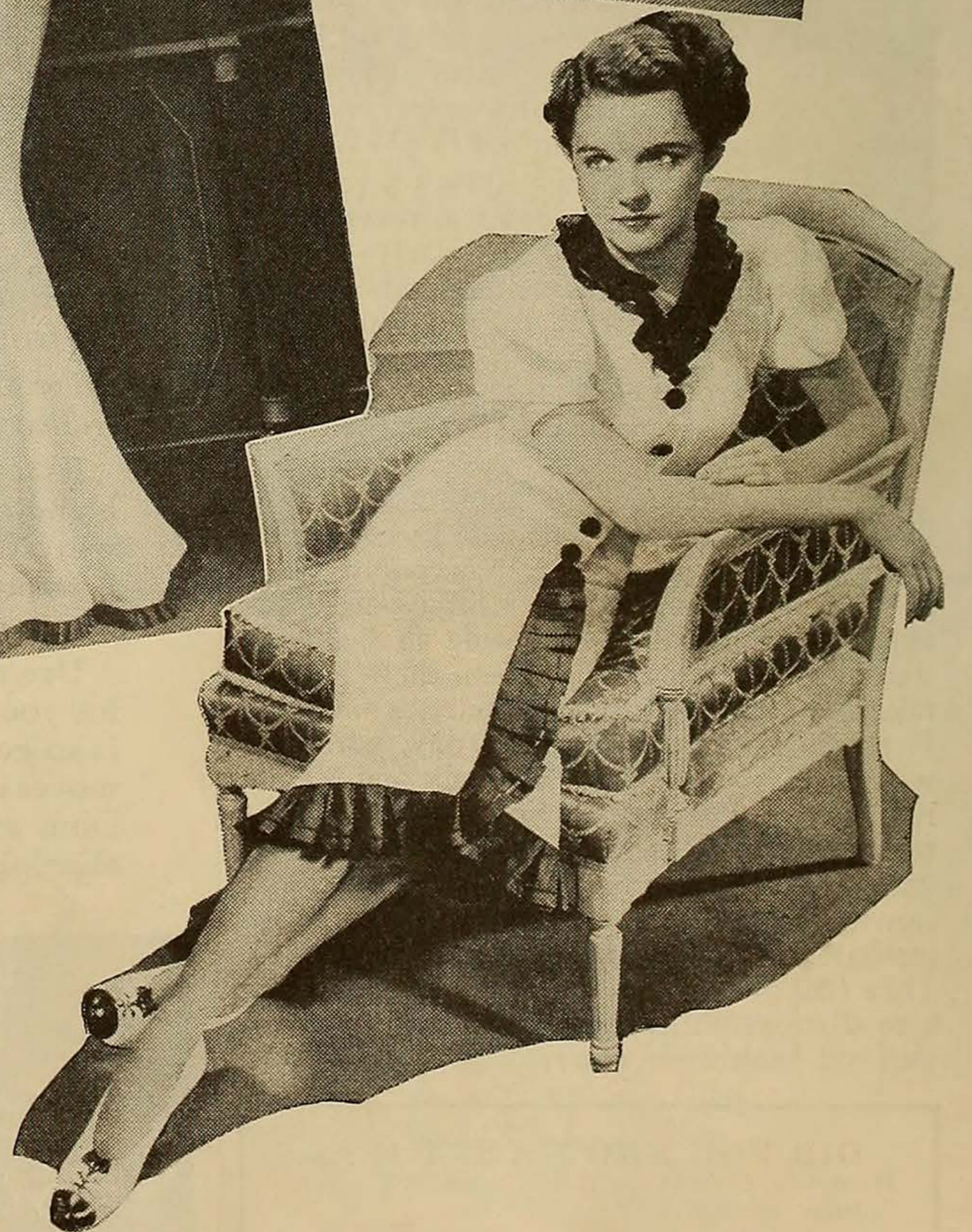
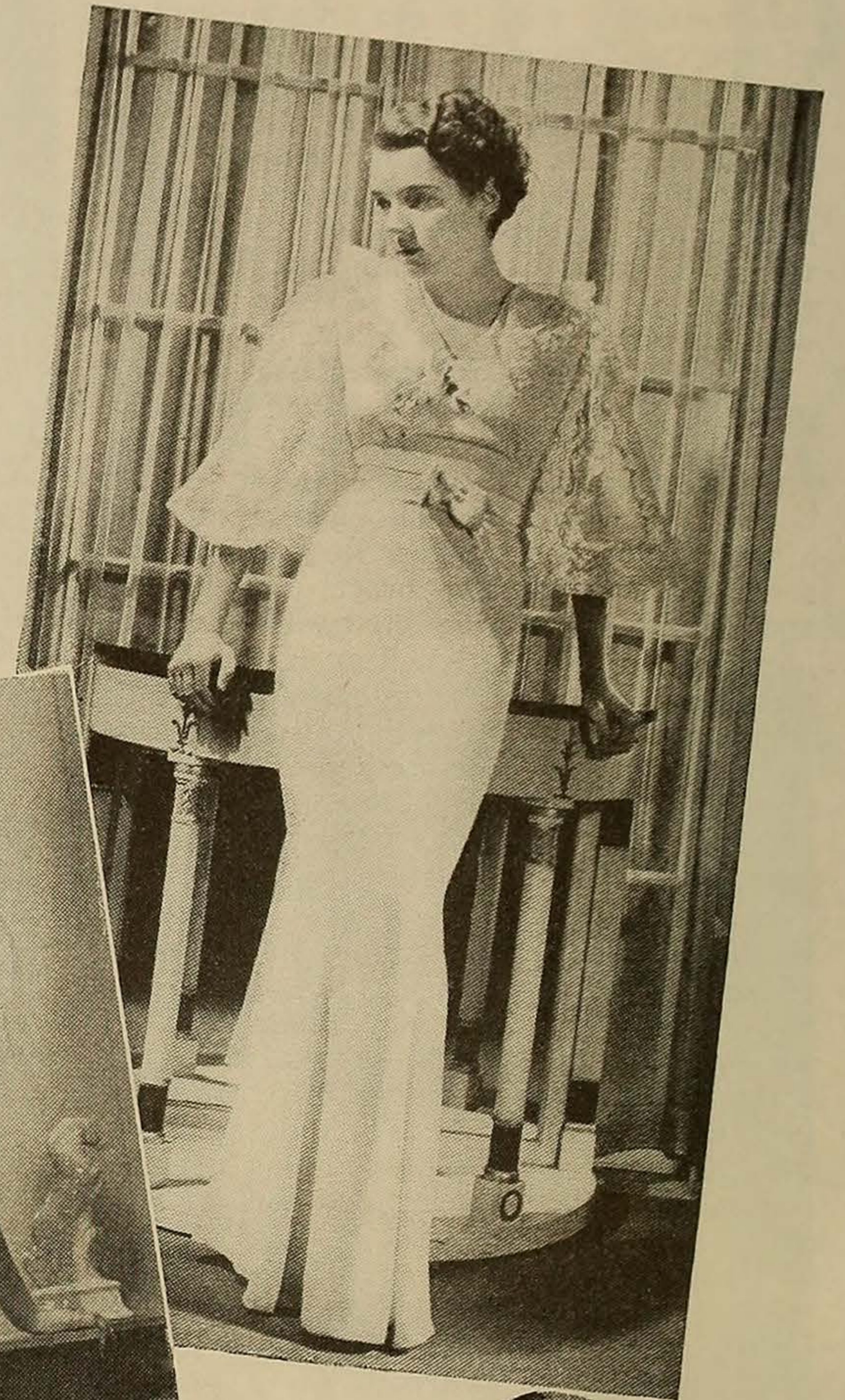
ROSALIND KEITH... appearing in *Paramount Pictures*, wears the Jantzen BRÄ-TUCK, \$5.95. Other Jantzen models \$4.50 to \$8.95.

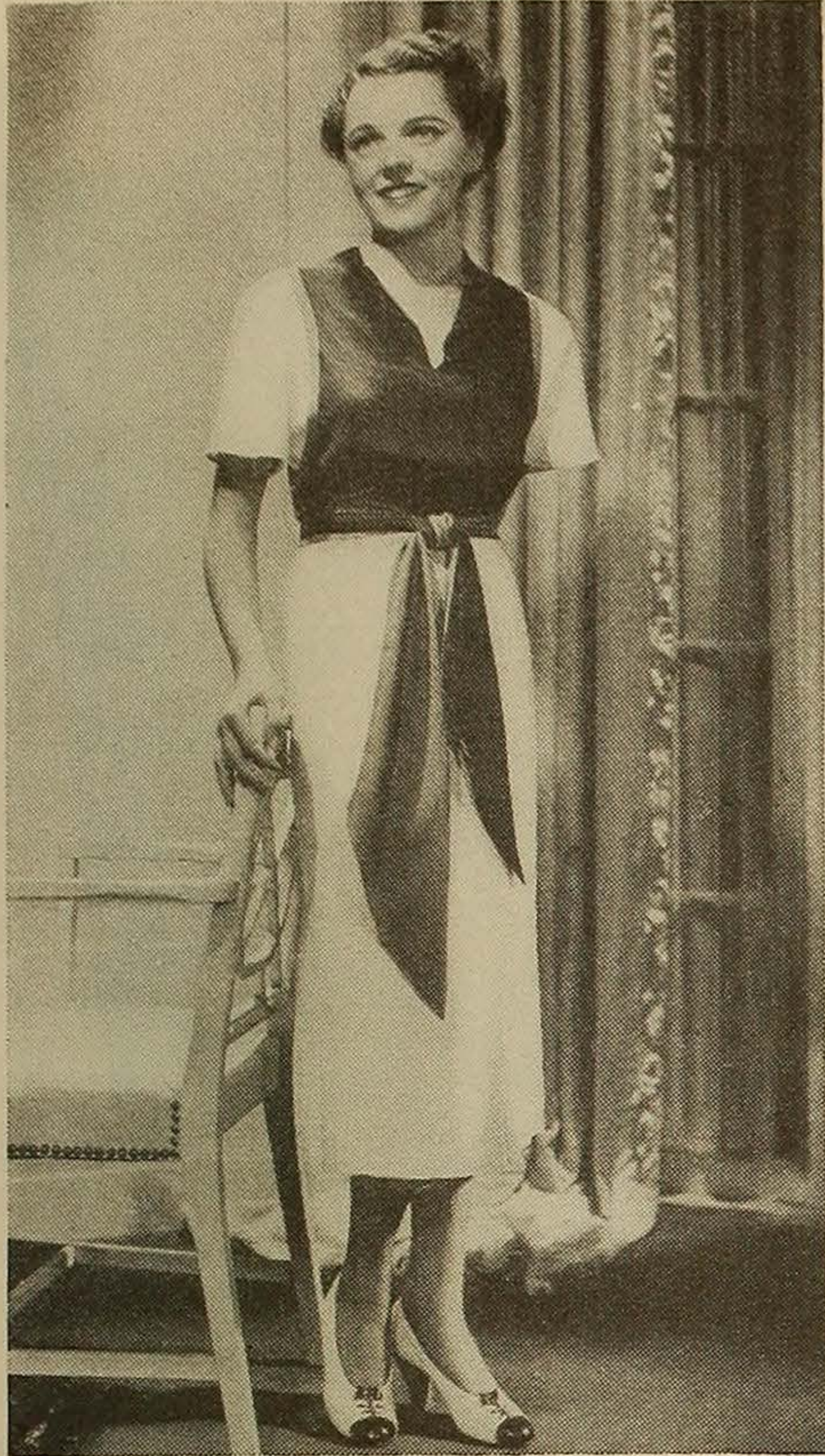


JANTZEN KNITTING MILLS (Dept. 282), Portland, Ore.
Please send style folder in colors, featuring new 1936 models
WOMEN'S MEN'S

Name _____

Address _____





JANE WYATT, the star shown wearing these four Lettie Lee frocks, is a member of New York's Social Register—who, after winning marked success on the Broadway stage, is now a full-fledged screen star. You'll see her soon in Columbia's *Lost Horizon*. She is only one of many Hollywood actresses who turn to Lettie Lee for their frocks. Other well-dressed stars costumed by Lettie Lee include Heather Angel, Dorothy Stone, Mona Barrie, Peggy Wood, Evalyn Knapp, Kathleen Burke, Sally O'Neil and Evelyn Venable.

You will be seeing these stars when you come to Hollywood on the Movieland Tour, leaving Chicago July 19, or if you take the later Movieland Special Tour, leaving Chicago August 9. For full particulars about each Tour turn to page 23. You have a chance to win a Lettie Lee dress if you take either Tour. Read the important announcement below.

Incidentally, a list of stores in your city that feature Lettie Lee gowns will be found on page 86.

Here is your last chance to enter the July Movieland Tour, and reservations are closing now on the August Tour. Lettie Lee, Hollywood's famous dress designer, will award one of these four frocks to the lucky girl in each tour who, in her opinion, has the most charm and personality. The two lucky winners may have their choice of the four dresses. So take one of the Tours—and win a dress. You'll be gowned like a Hollywood star.

PLAY MY GAME OF "POWDER SHADES"

1
DARK BRUNETTE

2
RACHEL

3
BEIGE

4
BRUNETTE

5
NATURAL

See if the Shade You Are Using Is the Right One for You

You're pretty sure about the shade of face powder you use, aren't you? You're quite certain it's the right shade for you. *By Lady Esther*

What would you say if you were to find out it was the wrong shade entirely for you? Don't be so sure that this isn't the case. As any artist or make-up expert will tell you, many women use the wrong shade of face powder entirely. The result is, they look years older than they really are.

The reason so many women use the wrong shade of face powder is that they select their shades on the wrong basis altogether. It's a mistake to select your shade of face powder according to your so-called "type." You are not a "type." You are an individual.

One Way and Only One!

There is only one way to tell your most becoming shade of face powder and that is to try on all five basic shades. Any other method is only theory and guess-work.

To make it simple and conclusive for you to ascertain your right shade of face powder, I have invented a game called: "Find Your Right Shade of Face Powder." It's as enlightening as it is fascinating. Here's all you need do: Just send me your name and address and by return mail I'll send you all five shades of my Lady Esther Face Powder, free of charge. Take the five shades and sit down before your mirror. Start with the shade you think least suited to you and try that on. But don't stop at any one shade.

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attracti
body else

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Decid
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(You can paste this on a postcard.)

Lady Esther, 2030 Ridge Ave., Evanston, Ill.

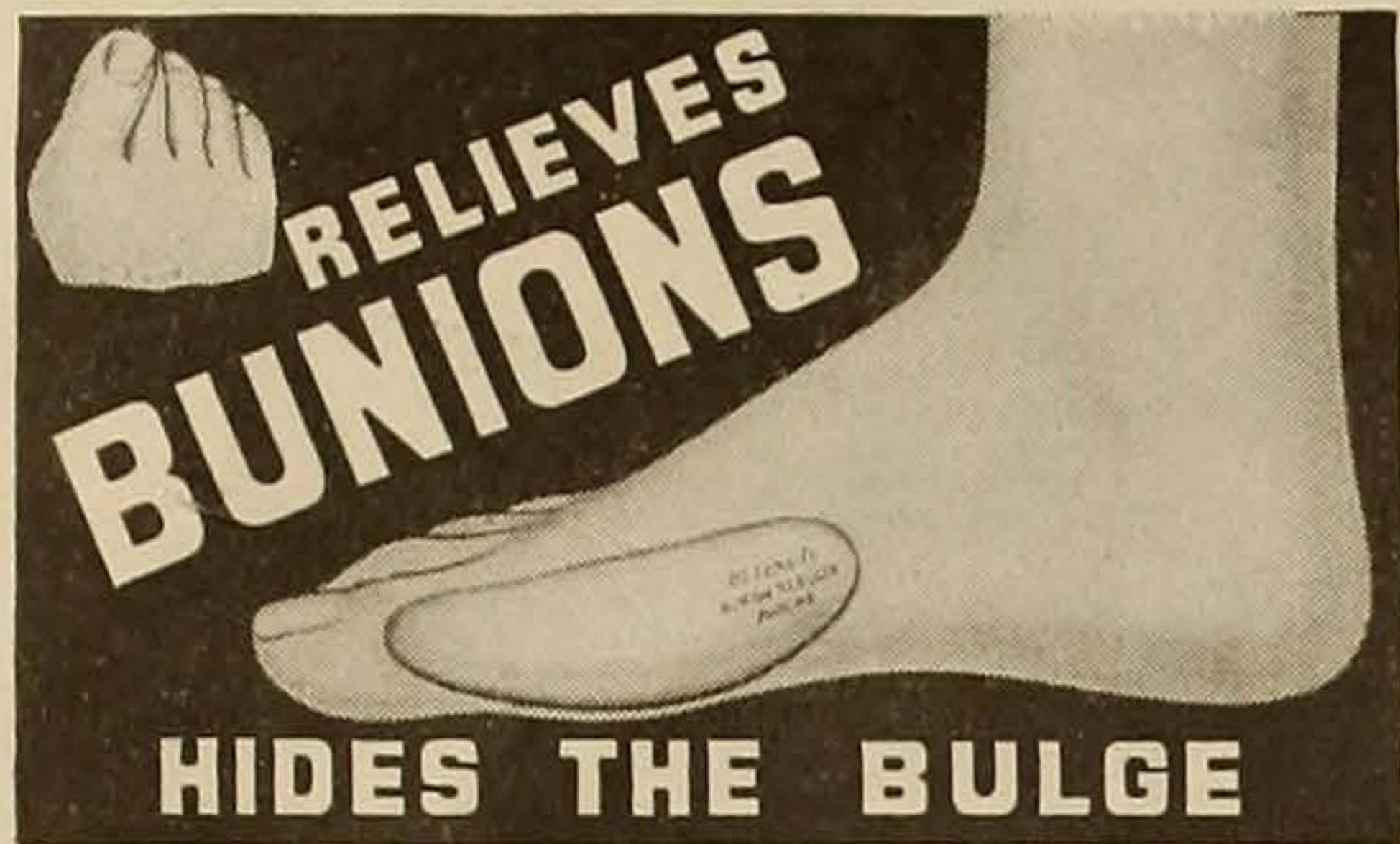
Please send me by return mail a liberal supply of the five basic shades of Lady Esther Face Powder; also a 7-day trial of your Lady Esther Four-Purpose Face Cream.

Name _____

Address _____

City _____ State _____

(If you live in Canada, write Lady Esther, Ltd., Toronto, Ont.)



RELIEVES BUNIONS HIDES THE BULGE

To enjoy relief from painful bunions, wear Dr. Scholl's Bunion Reducer. Molded of pure, soft rubber, worn invisibly. It reduces the swollen part by the natural process of absorption; hides the unsightly bulge and preserves the shapeliness of your shoes. 50c each.

For wear outside the stocking, Dr. Scholl's Bunion Protector. Made of leather with soft felt padding to protect joint from shoe pressure and preserve shape of shoes. 75c each. Sold at all drug, shoe and dept. stores. Write for FREE BOOKLET, "The Bunion", to Dr. Scholl's, Inc., 430 West Schiller St., Chicago.

Dr. Scholl's FOOT COMFORT APPLIANCES AND REMEDIES FOR ALL FOOT TROUBLES

SCARS!

At last, a marvelous cream brings hope of smooth skin to replace scars caused by cuts, burns, smallpox and other mishaps. "At present my hands are again sightly" writes a famous newspaper woman. Another user says "it is miraculous"; still another, "The small scar on my face has almost disappeared." Mail below coupon today and we will rush FREE booklet telling of KEL-INCA SCAR CREAM, and 90-DAY TRIAL OFFER.

THE INCA CO. 6605 Hollywood Boulevard, Hollywood, Calif., Dept. 11.

Name _____

Address _____

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BALLOON TIRES		REGULAR CORD TIRES	
Size	Rim	Size	Tires Tubes
29x4.40-21	\$2.15	30x3 1/2	\$2.35
29x4.50-20	2.35	30x4 1/2	2.95
30x4.50-21	2.40	30x5	3.45
28x4.75-19	2.45	30x5 1/2	3.75
29x4.75-20	2.50	32x4 1/2	3.95
29x5.00-19	2.85	HEAVY DUTY TRUCK TIRES	
30x5.00-20	2.85	(High Pressure)	
28x5.25-18	2.90	30x5	\$4.25
29x5.25-19	2.95	33x5	3.95
30x5.25-20	2.95	33x5 1/2	4.25
31x5.25-21	3.25	32x6	7.95
5.50-17	3.35	36x6	9.95
28x5.50-18	3.35	TRUCK BALLOON TIRES	
29x5.50-19	3.35	Size	Tires Tubes
6.00-17	3.40	6.00-20	\$3.75
30x6.00-18	3.40	7.50-20	\$6.95
31x6.00-19	3.40	8.25-20	8.95
32x6.00-20	3.45	9.00-20	10.95
33x6.00-21	3.65	9.75-20	13.95
32x6.50-20	3.75	ALL OTHER SIZES DEALERS WANTED	
6.00-16	3.75		

SEND ONLY \$1.00 DEPOSIT on each tire ordered. (\$4.00 on each Truck Tire.) We ship balance C. O. D. Deduct 5 per cent if cash is sent in full with order. To fill order promptly we may substitute brands if necessary. ALL TUBES BRAND NEW—GUARANTEED—HEAVY GAUGE CIRCULAR MOLDED. Guard against price advances. Order Now. We agree to replace at half price any tire failing to give 9 months' service.

PERRY-FIELD TIRE & RUBBER CO.
2328-30 S. Michigan Ave. Dept. 4805, Chicago, Ill.

Care of the Teeth for Beauty

[Continued from page 83]

on your lips. The price is only a dollar, the case is of the durable swivel type.

THE makers of a well-known face powder that comes in my favorite powder container (a glass jar with screw top) have introduced two unusual new "sunlight" shades for summer. While they are not tannish in tone, they blend beautifully with a deep, a golden or a light suntan, giving the skin a soft, natural warmth. One shade is slightly lighter than the other and is just the thing for those who like to remain as fair as possible during the summer . . .

Both powders were tested last winter by lucky girls lolling at Palm Beach, and pronounced unusually flattering in shade and perfect in texture. There are two sizes in the glass jar with its flower-wreathed blue top at 35 cents and 70 cents and two more in generously proportioned boxes at 10 and 20 cents. Don't hesitate to ask me for the trade name.

To keep cool and comfortable, in hot weather, as well as irreproachably fresh, you need a deodorant body powder and a reliable underarm anti-perspirant. Without these conspirators, you will be a burden to yourself as well as to your companions . . .

Two very reliable and safe anti-perspirants that have fully proved their worth, have a new sister preparation—a dusting powder that deodorizes perspiration and has a floral scent of its own. Besides being cooling and refreshing to the skin it is mildly antiseptic. Dusted all over the body immediately after your bath, this powder prolongs the assurance of being "daisy fresh" for hours . . .

It comes in a huge pink and white box with a pink puff, for use in your own bathroom, and in a shaker can that is most convenient for traveling. It's even available in compressed form, in a dainty metal compact that you can tuck into your purse for emergencies. The large box costs \$1, the can and the compact only 50 cents. If you are interested in the trade name, do let me know.

Shopping Guide

For Store in Your City Featuring Lettie Lee Dresses

- Atlanta, Ga. Leon Frushin
- Asheville, N. C. Jean West Ladies' Shop
- Amarillo, Tex. Marizon Co.
- Baltimore, Md. Jeanette Beck
- Beaumont, Tex. The Fashion
- Boise, Ida. The Mode, Ltd.
- Canton, Ohio Stern & Mann
- Cincinnati, Ohio Jenny, Inc.
- Chicago, Ill. Mandel Bros.
- Charlotte, N.C. J. B. Ivey Co.
- Chattanooga, Tenn. Vanitie Dress Shop
- Roanoke, Va. Pickett's
- Des Moines, Ia. Samuel Spigel
- Wolf's, Inc.
- Detroit, Mich. Bon Marche
- Tuttle & Clark
- Enid, Okla. Cox Rushing Greer Co.
- Klein's, Inc.
- El Paso, Tex. Frost Bros.
- Popular Dry Goods Co.
- Fort Worth, Tex. The Fair
- Galveston, Tex. McBride's Dept. Store
- Greenville, Miss. Nelm's & Blum Co.
- Gladewater, Ark. Rose Shop
- Hot Springs, Ark. Eleanor Harris
- Jackson, Mich. Bess Winchester Gowns
- Jacksonville, Fla. Sligh's, Inc.
- Lansing, Mich. The Style Shop
- Lincoln, Nebr. Hovland Swanson Co.
- Little Rock, Ark. Kempner's
- Louisville, Ky. Besten & Langen
- Lubbock, Tex. Craig Gholson Co.
- Memphis, Tenn. Levy's Ladies Toggery
- Milwaukee, Wis. Florence Danforth
- Montgomery, Ala. A. Nachman, Inc.
- New Orleans, La. Jack Sutton
- Norfolk, Va. Ames & Brounley, Inc.
- Oklahoma City, Okla. D. F. Peyton Co.
- Omaha, Neb. McGuire's, Inc.
- Orlando, Fla. Louis Ladies Ready to Wear
- Peoria, Ill. Block & Kuhl Co.
- Pittsburgh, Pa. Kaufmann's
- Raleigh, N. C. Taylor Furnishing Co.
- Reno, Nev. Vanitie Dress Shop
- San Antonio, Tex. Frost Bros.
- San Diego, Cal. Ballard & Brockett
- Seattle, Wash. Frederick & Nelson
- Shawnee, Okla. Mammoth Dept. Store
- Shreveport, La. The Fashion
- Spokane, Wash. Alexander's
- St. Louis, Mo. Sonnenfeld's
- St. Petersburg, Fla. Belle & Co.
- Stockton, Cal. The Wonder
- Tampa, Fla. Ernest Maas, Inc.
- Tucson, Ariz. Levy's
- Tulsa, Okla. Seidenbach's
- Washington, D.C. M. Philipsborn & Co., Inc.
- Wichita, Kan. Lewin's
- Youngstown, Ohio Strous Hirschberg

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