Advertisements illustrated by photos typical for the style. In the German advertisement the photo is supported by graphic design. The effect of the American advertisement is obtained by strong livliness.

Wie sehen ihre Beine aus?

ELIZEO

HOW THE WRONG SHADE OF FACE POWDER CAN MAKE YOU LOOK YEARS OLDER

Pavlova's Experience

ANNA PAVLOVA, the great dancer, was giving two concerts in a distant city. The first night she looked glamorously young and virtuous. But the second night she was another woman altogether —she looked old and haggard. Something terrible had happened to cause the transformation. What was it?

Just this: By mistake the wrong colored spotlight was thrown on her. And the effect was that she appeared twenty years older. The audience whispered—"My, how old Pavlova looks." The right light was immediately switched on. But the damage was done! No one in the audience could be convinced that Pavlova hadn't grown old.

Your Face Powder Shade—Aging or Youthifying?

What holds for lighting holds for face powder shades, too. The wrong shade can make you look five to ten years older. Many women, choosing their face powder shade on the wrong basis, are victims of a decidedly aging effect. Could it be possible that you, too, are paying the penalty of the wrong shade of face powder? Look at the above illustration. It gives you some idea of the difference the right and wrong shade of face powder makes.

One Way to Tell

There is one way to tell which is the right shade of face powder for you—which shade makes you look young rather than old—and that is to try all the five basic shades. As Lady Esther has demonstrated and as color specialists confirm, there are five basic shades which supply the needs of all types of women. One of these will prove the most flattering and—*particularly*—for you. And Lady Esther offers you the opportunity of finding out that shade at her expense.

At Lady Esther's Expense!

Simply mail your name and address and you will receive a liberal supply of all five shades of Lady Esther Face Powder. Try them all on your face before your mirror and instantly one of these shades will prove *the one* for you. Mail coupon now for all five shades of Lady Esther Face Powder.

I'll Try Your Five Shades of Powder. FREE
LADY ESTHER, 2300 Ridge Ave., Evanston, Ill.
I want to find the right shade of face powder for my type. Please send liberal sample of all 5 Shades of Lady Esther Face Powder, guaranteed.
Name
Address
City State
(This offer not good in Canada)

I watched his set lips and his eyes. I knew that the four or five minutes prior to take his seat was anything more than telling harder than I tell it when I try to tell a great watermelon contest up near the sand out at Lake Michigan's corner that I do that only when I feel it a little. He has to tell that now for almost every point he makes, makes we do without thinking.

WHEN you come right down to it, he's a much more outspoken athlete than Jack Dempsey himself, and so you'll understand privately if your pale lighter who makes the fight against this most beautiful. He was down so low and his color is fat.

Miss Hamblin pushed the out of the glass-covered pool where he was at his training. Out in the arena, past not in the play pen I saw a sight that was different. There were a dozen brown bodied parade of all ages. All had been telephoned, but here as attached as the pale lighter himself. Here they were swimming, some with magnificent sinuel strokes, some with one arm and two legs, some with legs only, but swimming, all moving body as that water whose buoyancy gave them a feeling of strength that really pulled. By keeping on using that parade strength they felt under water they were building and strength toward independence on land.

Independence is the object of Warm Springs, to a notable. You may have had such mad pals that you can get it service by underwater exercise and the light of the Dance Sun. Or your contracted muscles may have to be painfully stretched. Or dreadful deformities—present in our country in untold thousands because of neglect or ignorance—may have to be cured by the hills of the Warm Springs cannon, before return to strength in the water is started. But there's hope for everybody.

Dozens our pale lighter name their the darkest up-and-down irregularity to a Thursday it is true, seven months of the worst used, and she is a wizard at renewed strength back into muscles, but in other places there are glimpses that last.

Recently the Government in Washington has been spending millions and billions on what are called "self-liquidating projects"—roads and bridges and dams and buildings that are worth while from the standpoint of public need. Why not spend some of this money for a series of experimental and laboratories like that at Warm Springs, where such poor thousands of victims of polio—young and old—may be restored to usefulness? That would be self-liquidating, wouldn't it? Especially when we see a statement like the Secretary of the Treasury, William H. Woodin, has said.

To be sure, very conservative, infantile paralysis costs this country each year in treated individual nursing and buying power some three hundred million dollars. Furthermore, this needs sum of three hundred million dollars represents only the loss of income—it does not represent the millions of dollars of annual outlays which afflicted people must pay to the fight for recovery.

SO WHY not Government-established polio recovery centers? You call it state medicine—yes, but this is different, this is a self-liquidating project that will actually help to depression recovery too.

You would agree with me, I'm sure, if you could see the people at Warm Springs. They aren't lonely. They have just learned not to want to be cured.

They are entirely aware of that they are, not complaining, but fighting. They are pals like our polio fighter who was once worse off than they ever were, and know that he can step on his feet three hours at a stretch, stopping to Arizona, and that he's building a home in Warm Springs, and that he is perhaps soon to be married.

But the best hope of all is that it would positively one another, death fighter, with

Aber, mein Herr, Ihre Frisur — — !

Vielleicht wagt die Kleine gar nicht zu aussprechen. Sie denkt es aber bestimmt. Daß Sie nämlich trotz feldmarschmäßiger Taschenbewegung abgestellich wenig zu komponieren scheinen. Wenigstens, was Ihre Frisur anbetrifft. Wie Ihnen, geht's übrigens vielen Herren beim Haarschneiden, in Wind und Wetter, beim Turnen, im Auto oder bei anderen Gelegenheiten. Oft peinlich, wenn die Frisur zucht hält! Aber wissen Sie denn nicht, daß es einen vorzüglichen Frisierhelfer gibt, der durch einmalige Anwendung das Haar für mehrere Tage bändigt? PERI-FIXATEUR heißt er und ist sogar ein richtiges Haarpflegemittel. Denn PERI-FIXATEUR dringt tief in die Kopfhaut ein und führt den Haarwurzeln die für das Wachstum der Haare notwendigen Stoffe wie Cholesterine und Lecithine zu. Es verhindert Schuppenbildung und fördert durch Anregung der Blutzirkulation die Ernährung des Haarbalgs. In Tuben zu M 1.— überall dort erhältlich, wo Sie auch die berühmten Peri-Rasier-Creme kaufen.

peri fixateur
FÜR JEDE FRISUR
DR. ALBERSHEIM-FRANKFURT AM MAIN

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