

My...how things have changed!

**YOU'VE WON HIM—  
NOW YOU MUST KEEP HIM...**

**Don't let COSMETIC SKIN spoil your good looks!**

So much of a woman's charm depends on keeping her skin clear—appealingly smooth. Yet many a woman without realizing it is actually spoiling her own looks.

When stale make-up is not properly removed, but allowed to clog the pores day after day, it causes unattractive Cosmetic Skin. Tiny blotches appear—enlarged pores—blackheads, perhaps—warning signals of this modern complexion trouble.

**Cosmetics Harmless if removed this way.**

You needn't run this risk. Guard against Cosmetic Skin the Hollywood way! The lovely screen stars protect their million-dollar complexions with Lux Toilet Soap—the soap especially made to remove cosmetics thoroughly. Its ACTIVE lather slips deep into the pores, carries vanity away every vestige of dust, dirt, stale powder and rouge.

Before you put on fresh make-up during the day—ALWAYS before you go to bed at night, give your skin this protecting, beautifying care. Exquisite smooth skin is a priceless treasure. Don't take chances!

**ELISSA LANDI**  
PARAMOUNT STAR

**LUX TOILET SOAP**

ANY GIRL CAN HAVE A SMOOTH, REALLY LOVELY SKIN. YOU CAN USE COSMETICS AS MUCH AS YOU WISH IF YOU GUARD YOUR SKIN AS YOU DO WITH GENTLY LUX TOILET SOAP.

**Dr. Batty's**

**For Your Health**

**ASTHMA CIGARETTES**

SINCE 1882

*For the temporary relief of paroxysms of asthma*

EFFECTIVELY TREATS:

**ASTHMA, HAY FEVER, FOUL BREATH  
ALL DISEASES OF THE THROAT,  
HEAD COLDS, CANKER SOURS  
BRONCHIAL IRRITATIONS**

NOT RECOMMENDED FOR CHILDREN UNDER 6.

**To keep a slender figure  
No one can deny...**

**Reach for a LUCKY instead of a sweet**

**LUCKY STRIKE CIGARETTES**

**"It's toasted"**

No Throat Irritation—No Cough.

**"SHHH! Mom's on the Warpath!"**

**Why ruin the evening, Mother?**

Housework on hot days is bound to leave you tired and cross. To make evenings with your family the Best Part of the Day, try this pleasant treatment for "nerves." Every afternoon, get into the tub with a cake of New Ivory Soap.

**For a better start in life  
start COLA earlier!**

**How soon is too soon?**

Not soon enough. Laboratory tests over the last few years have proven that babies who start drinking soda during that early formative period have a much higher chance of gaining acceptance and "fitting in" during those awkward pre-teen and teen years. So, do yourself a favor. Do your child a favor. Start them on a strict regimen of sodas and other sugary carbonated beverages right now, for a lifetime of guaranteed happiness.

**The Soda Pop Board of America**  
1515 W. Hart Ave. - Chicago, ILL.

- Promotes Active Lifestyles!
- Builds Personality!
- Gives baby essential sugars!

**You mean a woman can open it?**

My...how things have changed!

*Come on you summers!*

Make something of your day off, your vacation, your leave... get a Jantzen and get out where there's sun and water and joy and a chance to relax from the job you're doing for the job you've just to do! The new Jantzen are all in your favor, meaning they make you look wonderful, feel wonderful, appreciate how wonderful you really are.

Colors... Vibrant and white plus 5-15% Cotton... all-wool button-back trunks 5.00

**Jantzen**  
AMERICA'S SWIM SUIT

JANTZEN FORTY-FIVE MILL • PORTLAND OREGON • VANCOUVER CANADA

sallyedelsteincollage.com  
TO BE FREE TO ENJOY TOMORROW... BUY MORE BONDS TODAY!

BEGIN EARLY SHAVE YOURSELF

**Gillette Safety Razor**  
NO STROPPING NO HONING

THE WM. R. BURKHARD CO.  
SPORTING GOODS  
ST. PAUL, MINN.

How to measure your wife for an ironing table!

**Guard Against Throat-Scratch**  
enjoy the smooth smoking of fine tobaccos

...smoke **PALL MALL** the cigarette whose mildness you can measure

**Study This Puff Chart:**  
PUFF BY PUFF... YOU'RE ALWAYS AHEAD WITH PALL MALL

The further your cigarette filters the smoke through fine tobacco, the milder that smoke becomes. At the first puff, PALL MALL's smoke is filtered further than that of any other leading cigarette.

Again after 5 puffs of each cigarette your own eyes can measure the extra length for extra mildness as the smoke of PALL MALL's traditionally fine tobacco is filtered further. Moreover, after 10 puffs of each cigarette...

... or 17 puffs, Pall Mall's greater length of fine tobacco will travel the smoke further —filters the smoke and makes it mild. Thus Pall Mall gives you a smoothness, mildness and satisfaction no other cigarette offers you.

Wherever you go today, you will see more and more people smoking PALL MALL—the cigarette whose mildness you can measure.

**Outstanding**  
...and they are mild!

P.S. LET A CARTON OF PALL MALLS SAY "MERRY CHRISTMAS" FOR YOU

Give her a Hoover and you'll give her the best

**Christmas morning she'll be happier with a Hoover**  
(and forever after)

P. S. To husbands: She never about her home, you know, so if you really care about her... wouldn't it be a good idea to consider a Hoover for Christmas? Prices start at \$69.95. Model D9 shown here \$119.95. Low down payment, easy terms. See your Hoover dealer now.

THE HOOVER COMPANY  
North Canton, Ohio

**TRY PENICILLIN**

Made from mold, you can get this drug from your doctor or prepare it yourself.

My...how things have changed!

THE SATURDAY EVENING POST

"The best things in life come in Cellophane"

"You SEE what you enjoy guesswork"

"Foods come fresh-stay fresh longer less waste."

"...and things in Cellophane are clean and sanitary."

**DU PONT Cellophane**

BETTER THINGS FOR BETTER LIVING... THROUGH CHEMISTRY  
Look at "Cantelope of America" on Television

# The SAFE Maternity Corset

YOU—as an expectant mother—really should wear a corset. You cannot go without one. But the regular type of corset won't do. It exerts a cruel downward pressure on the abdomen, and not only accentuates the maternity appearance, but, embarrassingly, distorts the figure.

Wear a maternity corset—one that is specially designed and approved by physicians to help you through this critical period.

**Conceals Condition**

The Lane Bryant Maternity Corset is the SAFE maternity corset. It supports both the abdomen and back; it relieves aching muscles; and, by harmonizing the figure, it conceals the maternity condition.

Lane Bryant is the oldest house in the world specializing in maternity wear. Lane Bryant knows by twenty years' experience just what corset you should wear, and more than a million women gratefully acknowledge the support and comfort of Lane Bryant Maternity Corsets. Read what one woman says:

**"Childbirth Almost Painless"**  
Says Mrs. L. H. Gilles of 3323 Charlotte St., Kansas City, Mo.

"I couldn't begin to tell how much my Lane Bryant Maternity Corset has done for me. For several months before my first baby came, I did not wear a corset at all. I stayed home the last three months, I'd had a nervous wreck, and the baby that came has grown into a boy who is nervous and not a bit strong in his disposition. But for what I have worn my Lane Bryant corset from the third month till the very day of confinement. My hair watched over ten pounds, yet the birth was practically painless. My neighbors say they never saw such a good natured baby. I attribute most of this to a good maternity corset due to my comfort and the appearance. I cannot over-praise the Lane Bryant Maternity Corset. My next print a letter without permission."

Begin right. Send today for the Style Book pictured below. It pictures and describes this corset and other apparel for Expectant Mothers. Free. Write today.

**Style Book Free**

Sent FREE—this beautiful 76-page Style Book, "Stylish Apparel for Expectant Mothers". Pictures the Lane Bryant Maternity Corset and other maternity apparel of every kind. The very latest styles—the same pretty clothes that other women are wearing. But cleverly designed to conceal condition.

**The Styles Include—**  
Maternity dresses, "with no waists to look!" Full eye corsets with form-concealing lines. Adjustable skirts that "take" in as you gain. High Maternity Nightgowns open at the knees. Broad self-adjusting petticoats, with double drawing. The Lane Bryant Maternity Corset, pictured above. Also numerous suggestions for tone of complexion and complete lectures for the coming baby.

This big, beautiful Style Book will be sent to you absolutely free. Mailed in a plain envelope. A postcard will bring it. Address Dept. 11. Write for your book today.

**Lane Bryant**  
Address Dept. 11  
38th St. at 5th Ave. NEW YORK

POPULAR MECHANICS ADVERTISING SECTION 63

## New Kind of Hat

Worn 10 Minutes a Day Grows Hair in 30 Days — or No Cost

No matter how thin your hair may be, this remarkable new scientific invention is absolutely guaranteed to give you a brand new growth of hair in 30 days—or it costs you nothing. Don't send a cent. Just mail coupon below.

By **ALOIS MERKE**  
Founder of Famous Merke Institute, Fifth Ave., N. Y.

I HAVE perfected a new invention that I absolutely guarantee will give you a new head of hair in only 30 days—or the trial costs you nothing.

This new invention—the result of an experience gained in treating thousands of cases of baldness—is in the form of a new kind of hat. It is worn on the head just 10 minutes a day. No unnecessary fuss of hair-cutting and the hat on your head. Wear it

No Risk of Any Kind

At the Merke Institute, Fifth Avenue, N. Y., which I founded, stage and social celebrities have

**NEW! DIAL-EZE** 49¢

## Protects Fingernails

RING ORBITS AS YOU DIAL

- MAKES DIALING EASIER
- ELIMINATES FRICTION
- DECORATES YOUR PHONE
- QUICK VISUAL REFERENCE

**Pamper Your Dialing Finger!**

NYLON cushions

for metal dial phones

FOR HOME, OFFICE and SHOP  
Snap DIAL-EZE revolving cushions into all your metal telephones!

**FRANKLINE COMPANY**  
217 ARENA STREET • EL SEGUNDO, CALIF.

## The Ideal Brain Tonic

Delightful Summer and Winter Beverage.

Specific for HEADACHE, Relieves MENTAL & PHYSICAL EXHAUSTION.

**Coca-Cola**

My...how things have changed!

