My...how things have changed!

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

Don't let COSMETIC SKIN spoil your good looks!

ELISSA LANDI
PARAMOUNT STAR

LUX TOILET SOAP

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.

For a better start in life start COLA earlier!

How soon Is too soon?

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

Dr. Batty's

For Your Health

ASTHMA CIGARETTES

SINCE 1882

For the temporary relief of paroxysms of asthma

EFFECTIVLY TREATS:
ASTHMA, HAY FEVER, FOUL BREATH
ALL DISEASES OF THE THROAT,
HEAD COLDS, CANKER SOURS
BRONCHIAL IRRITATIONS
NOT RECOMMENDED FOR CHILDREN UNDER 6.

"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.

You mean a _woman_ can open it?

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