

The weight of blood is one-eighth that of the whole body.

Recapture "that

At last, comes the astonishing news

every woman has hoped for! Science has now found the active, "vitalizing" substance that gives the "bloom" so pretty young skin! As this substance decreases, skins often begin to look dry and older. But now the endocrinology laboratories have found a counterpane of nature's secret... that replaces the substance so needed by your skin. It is called ACTIVO!...and brought to you

**Cream
RIVOL®**

priceless ingredient. You won't be con-
sent till you've tried ENDOCREME
30 days' supply \$2.50 plus tax
RITE-PRICE DRUG, INC.
 Between Hoody's and The Broadway
 *TRADE MARK



**WARDS MAKES IT EASY
TO HAVE A COAT AND A
SUIT THIS SPRING**

THE SUIT . . . soft, casual, infinitely flattering. Fine shetland-type wool or part wool gabardine in radiant colors . . . pure wool

THE COAT ... in a color to contrast with your suit. Blue, gold, red, lilac, purple, apple green, toast! Superbly tailored of shetland-type wool, fleeces or tweeds. 10-20.

**Ask about Wards convenient
monthly payment plan.**

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Hats with the lifting look of
springtime! Made of fine straw
cloth in the loveliest colors . . .
rimmed with luscious flowers and
veils. Just right for Easter!

You want to look as pretty
as the loveliest day of
Spring! And here are the
dresses to do the trick . . .
white-frosted rayon sheers
in navy and delicate
flower colors. Sizes 12-20.

If you like to look crisp
and clean as a little
girl . . . choose your navy
sheer brightened with
a fresh white bib! Come
see how many we have . .
in pastels, too! 12-20.

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monthly payment plan**

Montgomery Ward