

## HOPE FOR LIFE

 LOST TO "REDS"$\square$

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prepared faster now than plain toast

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Quick Quaker

## NOW YOU ASK ONE





Princess Taken
with Manliness

## DEATHS 

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COAL

## TREE T. TEA

## RADIO EXPOSITION!!!

at The san francisco CIVIC AUDITORIUM AUGUST 20 TO 27

## STOP AT THE MANX HOTEL

DR. PEAT
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> GreatTrains EAST
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brochureabout thesencw route
aloobocklet, Low Fares for sum Southern Pacific

## Why are there so many charming women today?

Never before have there been so many charming.
Wherever you go, you find them. Vivacious, happy, beautiful, delightfully dressed in the most exquisite taste.

Clear pink-and-white complexion, luxurious, wellkept hair, gleaming teeth, trim athletic carriage-these are almost universal characteristics of American women of today.

WHY?
At first thought it may sound absurd, but one of the most powerful teachers has been advertising

Advertising has helped to teach us all that the real basis of beauty is health and cleanliness. We are the greatest users of soap and water in the world.

Advertising has taught us how to care for our teeth, our hair, our feet, our hands and our complexion.

Advertising has taught us how to dress-how to choose colors and fabrics and becoming styles.

Advertising has taught us how to talk, how to entertain.

One reason why so many women are charming is because so many women are reading advertising. From advertising they are learning the secrets of great beauty specialists. They are getting health information of inestimable value. They are learning the secrets of becoming dress from the famous designers of Paris and New York.

Advertising is one of the biggest reasons why so many women are so charming Read advertising regularly

