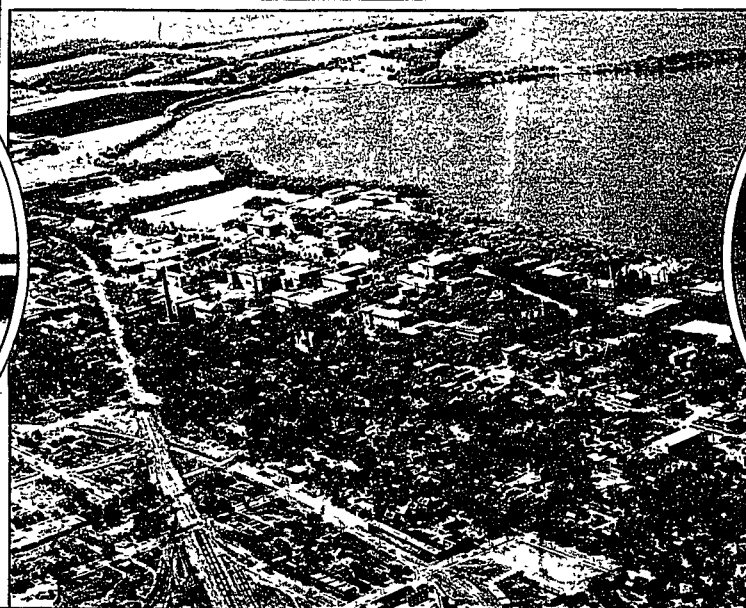


Crashing Fullback Will Lead Michigan. This photograph shows George Rich, Wolverine captain, who weighs 190 pounds and hails from Lakewood, Ohio. He has had two years of experience in the varsity squad.

(Underwood and Underwood)



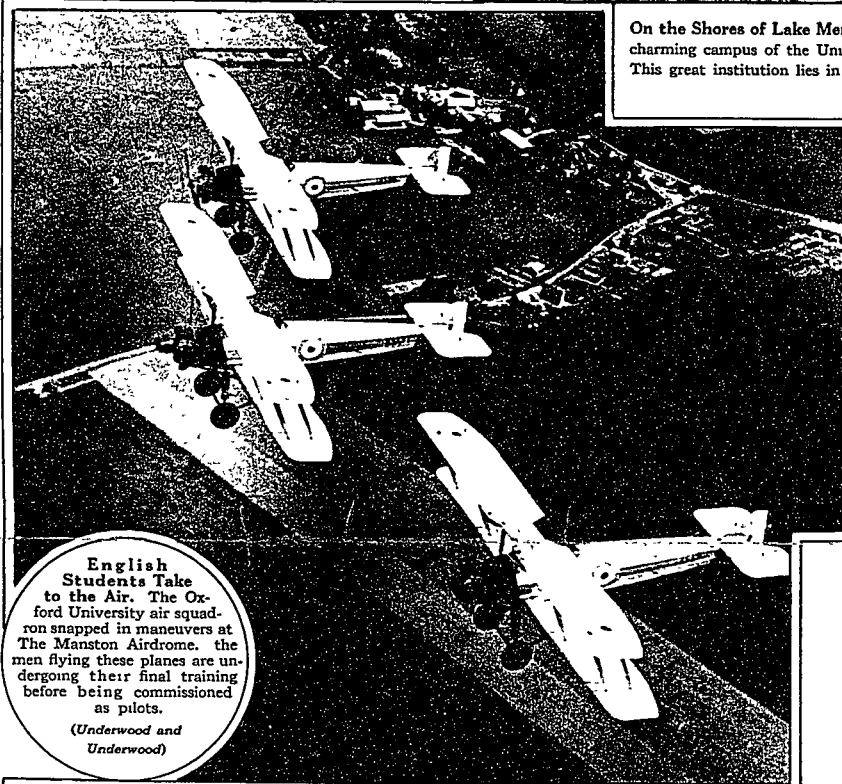
On the Shores of Lake Mendota. An aeroplane view of the charming campus of the University of Wisconsin at Madison. This great institution lies in a wonderland of natural beauty.

(Aerial Photographic Service)



W W. A Winning Wonder from Alabama—Coach William Wallace Wade has made an enviable record with his football teams at the University of Alabama. His team lost only one game during his first year, and then won the Southern Conference championship for the next three seasons. Great expectations await his 1928 team.

(Orville Rush)



English Students Take to the Air. The Oxford University air squadron snapped in maneuvers at The Manston Airdrome. The men flying these planes are undergoing their final training before being commissioned as pilots.

(Underwood and Underwood)



In Conference on the Midway. Coach Alonzo Stagg and his board of strategy are shown in this picture with the 1928 University of Chicago varsity squad.

(Wide World)



Ruth Margaret Cooper was chosen by Bucknell as their 1928 May Queen.

(Bucknell News Service)



Rising Sons from the Orient. Among the students at Colgate University are these two Chinese. They are Henry and William Yuan, sons of the first president of the Chinese Republic. They spent their summer vacation in China.

(Underwood and Underwood)



New Head of U. S. Naval Academy. Rear Admiral Samuel S. Robinson assuming his new duties as the superintendent of the United States Naval Academy at Annapolis, succeeding Rear Admiral Louis Nulton.

(Pacific and Atlantic)

As told to PRINCESS PAT by 10,000 Men

"Women Use
Too Much Rouge"



THE MEN, poor dears, are not quite correct. They judge by appearances solely. What they really protest is the "painted look"—and "too much rouge" is not really a question of quantity. It is a

matter of kind; for even the tiniest bit of usual rouge does look unreal.

Women have startling proof of difference in rouges once they try Princess Pat. Have you sometimes watched fleecy clouds at sunset shade from deepest rose to faintest pink, every tone pure and luminous? So it is with Princess Pat rouge. Every tone is pure and luminous, seeming to lie beneath the skin and not upon it. You obtain more, or less, color by using freely or sparingly. But there is never a question of too much, never the unlovely "painted look" to which men object.

Purity, delicacy, the most costly color tints, and a secret formula combine to make Princess Pat the most natural rouge in the world. And whether blonde or brunette, you can use any and all of the six Princess Pat shades with perfect effect—instead of being limited to one as with usual rouges.

Velvet Your Skin with Princess Pat Almond Base Face Powder

Velvet is just the word; for the soft, soothing Almond Base imparts to

Princess Pat an entirely new "feel," makes its application a veritable caress. Most powders contain starch as a base—hence their drying effect. The Almond in Princess Pat definitely helps the skin, assists it to remain pliant and fine of texture. And there has never been a powder to go on so smoothly, or cling so long—never because only in Princess Pat do you find the soft, naturally adherent Almond Base—instead of starch.

Princess Pat Almond Base face powder now comes in two weights. Medium weight in the familiar oblong box—lighter weight in the new round box. It has been possible because of the Almond Base to make the lighter weight powder just as clinging as the medium.

Get This Week End Set —SPECIAL



The very popular Princess Pat Week-End Set is offered for a limited time for two coupons and 25c (only). Only one to a customer. **Basia Rouge** set contains easily a month's supply of Almond Base Face Powder and Six other Princess Pat preparations. Packed in a beautifully decorated boudoir box. Please act promptly.

Wonderful New Color for Lips

Just what you've wanted—lip rouge that colors the visible part of the lips and that also adheres to and colors the inside, moist surface. Thus, parted lips show beautiful color all the way back—no unlovely "rim" of color as with usual lipsticks.

Try the Seven Famous Aids-to-Beauty in Princess Pat Week-End Set

This is really an "acquaintance" set—enough of each preparation for a thorough trial—enough for two weeks. And the beauty book sent with set contains information on skin care of real value—besides artful secrets of make-up which vastly enhance results from rouge, powder and lip rouge. You will be delighted with the set.

PRINCESS PAT LTD., 2709 S. Wells St. Dep. 43-A Chicago

Enclosed find 25c for which send me the Princess Pat Week-End Set.

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