Colgate scholars take to the air. The university air squadron is being commissioned as pilots.

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

In conference on the Midway. Coach Alonzo Stagg and his board of strategy with picture of the 1928 University of Chicago varsity squad.

As told to Princess Pat by 10,000 men

"Women Use Too Much Rouge"

The man, poor dear, are not quite correct. They judge by appearance solely. What they really protest is the "painted look" and "too much rouge." It is not a question of quantity. It is a matter of kind, for even the finest bit of usual rouge does not adhere.

Women have startling proof of difference in rouges once they try Princess Pat. Have you noticed how red fancy clouds at sunset shade from deepest rose to pale 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 here, 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. Fusing, delivering, the most costly colors naturally, and a secret formula combines to make Princess Pat the most natural rouge in the world. And whether blonde or brunette, you can not err and all of the six Pat shades will perfectly harmonize, and color from mouth to mouth.

Princess Pat has an entirely new "feel." Many powders contain starch as a base—hence their drying effect. The Almond in Princess Pat immediately helps the skin, assists it to remain soft and free from irritation. And there has never been a powder to go on so smoothly, or cling so long—never have cause only in Princess Pat do you find the face, naturally adherent Almond Base—instead of starch.

Princess Pat Almond Base face powder now comes in two weights. Almond 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.

This is really an "acquaintance" with the full range of Princess Pat, the "women's" powder. It will suggest to you a new world of possibilities. It will be a secret of which you can be proud.

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