

The American Boy Is Rated Great Favorite

Hundreds of thousands of boys and young men read The American Boy magazine every month and consider it more as a living companion than as a magazine.

"It's as much a buddy to me as my neighborhood chum," writes one high school senior. "The American Boy seems to understand a boy's problems and considers them in such a sympathetic and helpful way. It gives advice and entertaining reading on every subject in which a young fellow is interested. It is particularly helpful in sports. I made our school basketball team because of playing tips I read in The American Boy."

Many famous athletes in all sports credit much of their success to helpful suggestions received from sports articles carried in The American Boy magazine. Virtually every issue offers advice from a famous coach or player. Football, basketball,

track, tennis, in fact every major sport is covered in fiction and fact articles.

Teachers, librarians, parents and leaders of boys clubs also recommend The American Boy enthusiastically. They have found that as a general rule, regular readers of The American Boy advance more rapidly and develop more worthwhile characteristics than do boys who do not read it.

Trained writers and artists, famous coaches and athletes, explorers, scientists and men successful in business and industry join with an experienced staff to produce in The American Boy, the sort of reading matter boys like best.

The American Boy is published at 7430 Second boulevard, Detroit, Mich.

R. A. Sellery, 908 Ashland avenue, and his daughter, Miss Florence Sellery, returned recently from an eastern trip. They spent two weeks on the coast, part on Nantucket and part at Martha's Vineyard.

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All fashion points to the tiny narrow waist of by-gone days and now Le Gant gives it to you with perfect comfort in their new season foundations. They are miraculously fashioned for both fashion and comfort. For instance this new Sta-Up-Top girdle of soft lastex and satin that comes well above your waistline and then laces to ease in your waist will give you a lovely fashion figure and absolute comfort and freedom.

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Alphabet Bras \$2

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right above, Hockanum woolen in a soft muted plaid fashions this double breasted, wide skirted suit at only **\$14⁹⁵**

left above, Shetland wool in delightful smoky colors is used for this smartly detailed suit at only **\$10⁹⁵**

Hats from the Hat Bar, first floor

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