THE CHRONICLE PICTORIAL PAGE

How's This For A Sky Ad.?

WHEN ad men get fantastic ideas as to how they can better advertise their firm's wares—there's no telling how far they'll go in carrying them out. Here's a case where one adster literally speaking, went right "straight up in the air" to get attention and—bet your sweet life—he got plenty of it! That circular object you see in this photo floating above the skyscrapers in Columbus Circle, New York, is a gigantic balloon tire with a canvas disc centre. The whole was anchored on the roof of the Gotham Bank Bldg. Thousands, is said, got "stiff necks" while studying this unique piece of ad work. Rather enterprising, at that.

Four Generations--Birthdays Fall On Same Day

THE STORY behind the happy group you see in the above photo—is a story that comes to public attention perhaps only once in a lifetime. It's this: This quartet represents four generations, and all four have September 21 for their birthday. They are, left to right: Mrs. J. L. Lord, 42 years of age; Paul Smith, 3; Mrs. Floy Lord, 18; and Mrs. Matty Ireland, 69. Paul's mother is dead. Mrs. Floy Lord was her sister.

Not Very Soft On The Head

IT'S SURPRISING what a little exercise each day—even a stunt like that pictured above—will do for one's health. It's done wonders for Miss Gladys Roy, the Los Angeles aviatrix who not so long ago was severely injured in a fall from a horse. Miss Roy—yes, that's her posing upside down—was declared a cripple for life shortly after her injury. But her hopes were not to be troddled. She took up a rigid course of calisthenics and now—according to the information they send us—is "fit to fall off another horse, if necessary."

This Hat Will Stand Hard Wear. That's What It Is

WELL, well—here's a new wrinkle in stylish Millinery creations. An "all Hardware" hat. And cheap in price, at that. A leading hardware dealer of Tampa, Fla., was responsible. He offered a prize for the best hat made from material bought in a hardware shop, and students at the Florida State Women's College took him up on his offer. That they were capable designers is shown by the above photo of the winner—Miss Mary Tidwell. The prize winning hat she is wearing was made of the following material: 1 pan, 1 paint brush, 1 pair of scissors, 1 lamp burner and 2 tea balls, used as ear bobs.

Watermelon On Ice? No---Wheels!

NOTHING can stop Nature once the seed of a plant starts expanding. Not even that which man may carelessly tossed in its way. Above you see a freak watermelon that started out just like every other self-respecting watermelon—a seed among many. But look what it went and done. It just up and grew itself through the hole between the standard and the axle of a child's coaster wagon.

Engaged Or Not Engaged----Nose Indicator Tells!

A HEART with an arrow through it—indicates that the lady is engaged. A heart without the arrow—shows she's looking for a man. There you are, fellows—watch their noses! Take the fair maiden in the above picture. She has her "steady" and is letting the world know it by introducing a latest Parisian fad—that of having the heart and arrow pained on her nose to show that new suitors are not wanted. Without the arrow—as we said—it would be something else again. Just how well the fad is going to take, we don't want to predict. But then—who would ever have thought so many ladies would be bobbing their hair?

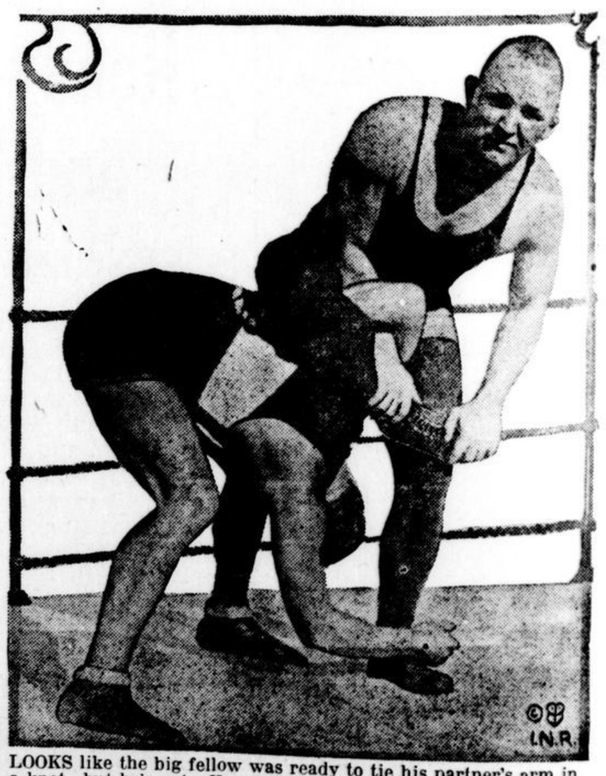
Paris Once Barred Her--She's Back Again

MISS VERA McKINNON—the popular English music hall dancer and actress pictured above—is staging a successful "come-back" at the Casino de Paris in Paris. Several years ago, her costume so enraged French theater-goers that she was barred from appearing on the French stage. But she's come back and is appearing in costumes similar to the one she is wearing in this photo. This attire might well be considered Mid-Victorian in comparison with those of the next-to-nude ladies who, it has been reported, are striving their hardest to shock the present model French audiences.

Two Generations Apart!

GENERAL supposition always had it that our American Indian and Chinese mothers had a patent right on his method of carrying a youngster around. But—here's a Swedish granny taking her grandchild for an airing while the youngster's mother was out to take care of the day's milk supply. And the tiny tot doesn't seem to mind it a bit.

A Grip That Turns 'em Over



LOOKS like the big fellow was ready to tie his partner's arm in a knot—but he's not. He—Joe "Toots" Mondt, one of the country's leading heavyweight wrestlers—is merely demonstrating one of his several special grips that some day, he hopes will bring him the mat crown. What the name of the grip is—the photographer forgot to find out. Anyway, it looks wicked enough to put any husky on his back