

Co Enhance Your Loveliness-

## BEAUTY CHATS

There is a certain kind of gift for

which you have always looked to

countless trips to the Loop for it.

But this year it is right at your

door-at the new Lyon & Healy's

By Edna Kent Forbes

everlastingly be yours! The modern woman realizes that artifice is no longer a means to beauty.... Edna Kent Forbes points out that radiant beauty is more a matter of exercise, diet and health-habits—and so modern women follow nature's path to beauty in "Beauty Chats"!

On the Magazine Pages

EVERY DAY IN THE

EVENING DO

A PAGE FOR EVERY AGE