

MOVIE OF A JOCKEY THROWN HEADLONG from his mount during a recent race meet in Gatwick, England. The first of these pictures shows the rider, O'Hara, the moment Lovely Bird stumbles at the last fence in the running of the Wickham steeplechase. His boot is still in the stirrup, but he unquestionably is on his way. In the other snapshot O'Hara has struck the ground and is almost directly under his horse's hoofs. The photographer neglects to state whether the jockey was injured in the spill. (Photographs from Pacific and Atlantic.)

4 Men in 7 Bald at 40

—91% needlessly, by tests



Costs Nothing

Unless we grow hair. The Van Ess 3-bottle treatment is absolutely guaranteed. You are the sole judge. The warrant is given by your own dealer. All we require is his signature showing you have purchased a ninety-day treatment. If it fails, we refund your money. Hence you assume no risk making this test.

Our experience shows falling hair most always due to Infected Sebum. Now quickly overcome.

Written Guarantee to Grow Hair This New Way—or Money Refunded

This is to offer you, under absolute money-back guarantee, the new Van Ess Treatment, which, under actual tests, grew hair on 91 heads in 100.

It embodies a new principle. A principle heretofore unknown to science. Now high authorities admit baldness may be greatly diminished. For hair roots seldom die from natural causes. And this method revives them. Test it yourself at our risk.

Hair Roots Rarely Naturally Die

We estimate that 4 men in 7 are bald or partially bald, at 40. Our investigation proves this to be unnecessary. Proves only about 9 men in 100 need ever be bald!

Baldness is a symptom of a disease. Note this fact and mark it. It is most frequently a symptom of infection of the Sebum—the scalp oil.

Remove this Infected Sebum and hair will almost always grow. Under the bald scalp the hair roots are generally alive. We have demonstrated this to be true in about 91% of our cases of falling hair or baldness.

We claim this new method reaches the roots. That it makes hair grow. But the public has often been deceived. So we guarantee it. You take no chance of loss.

New Hair or No Money

We make our guarantee without reservation—without strings. It is absolute. We guarantee to stop falling hair. We guarantee to grow new hair in 90 days. Sometimes it grows much sooner. But usually this treatment requires about 3 bottles of Van Ess. If we fail, your money back without question.

Note that your own dealer gives the warrant with each 3-bottle purchase. Thus you assume no risk. Over 400,000 men have made this test. It is safe for us thus to guarantee the treatment. For experiments of years have proven it

effective to us on 91 heads in 100. Foremost authorities approve it. Noted dermatologists now employ it—some charge as much as \$300.00 for a similar basic treatment.

We offer it in correct form for home use, at the price of an ordinary "tonic."

The Infected Sebum

We have traced about 91% of all baldness and falling hair to infection of the scalp oil (Sebum). Sebum forms at the roots of the hair. Its natural function is to lubricate the hair.

But Sebum cakes on the scalp. It forms a breeding place for bacteria. It clings to hair and destroys it. It lodges in hair follicles and plugs them. Then germs by the millions start to feed upon the hair. Loss of hair soon is marked. Then with neglect comes total baldness.

You can see this Sebum on your scalp, in the form of an oil. Or, when accumulated and dried with other ingredients, as dandruff. But it does not kill the hair roots. Hence when you remove it new hair has a chance to grow. This is a scientific fact—medical authorities will tell you so. You must remove the Infected Sebum.

Now We Remove It

For years, science has experimented to combat Infected Sebum. We found a 91% effective treatment.

Now we have embodied it in a home treatment. It is called Van Ess Liquid Scalp Massage.

It is applied in a new way—a scientific way. (Note the illustration at right.) It penetrates to the follicles of the hair. It combats the Sebum and removes it. Results are marked. They are quick. It stops falling hair. We have demonstrated that it grows new hair.

We urge you to try this new way. We know the statements we make are amazing—almost incredible, but remember, we back them with an absolute guarantee. There is a guarantee in the top of each package. Read it first before you buy. Note its fairness. Note that we let you be the judge.

Note the results yourself. Mark the healthy condition of your scalp—the freedom from dandruff. Look in your mirror—see for yourself.

Go today to any drug or department store. Obtain the VAN ESS 3-bottle treatment. With it you will get our signed guarantee. Hence it is folly not to try it.

Note this New Way

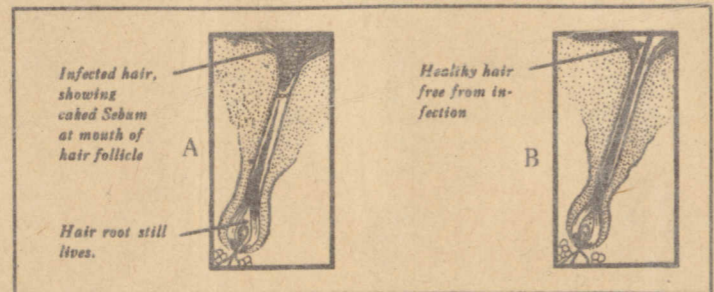
—It Massages the Treatment Directly to the Follicles of the Hair

This patent applicator makes hair treatment, at home, possible for the first time. Blood alone revives. Treatment must reach the infected area under the surface. We accomplish it, as the illustration above shows, with hollow nipples of scientifically perfect rubber massage-cap which comes with every bottle of Van Ess Hair Grower. The medicament is fed directly to the follicles of the hair. At the same time the flow of blood is stimulated by massage to the hair root.



VAN ESS

Liquid Scalp Massage
Van Ess Laboratories, Inc.
28 East Kinzie Street, Chicago, Ill.



These two pictures show a cross-section of the hair root or bulb and the case which encloses each hair within the scalp (greatly magnified). Germ infected Sebum causes 91% of baldness and falling hair. Remove it and hair will grow. Illustration A shows Sebum infected hair and B healthy hair.

for Instant Sleep

when you go to bed



Vigorous Days

Now from Switzerland—a new safe way to the restful nights that give you all-day vigor. See what 3 days will do

When you go to bed do your nerves stay up? Leaving you dragged out on the morrow—your mornings logy, your energy drained by afternoon?

Modern science has found a natural way to overcome this. A way (without drugs) to sound, restful sleep that quickly restores your tired mind and body.

Morning finds you a new man. Fresh, clear-eyed, buoyant. You have the energy to carry you right through the day and into the evening.

A 3-day test will show you. We urge you to make this test. It is well worth while.

Sound sleep—active days

Taken at night, a cup of Ovaltine brings sound, restful sleep and all-day energy quickly and naturally. This is why!

FIRST—it combines in easily digested form, certain vitalizing and building-up food essentials in which your daily fare is lacking. One cup of Ovaltine has more real food value than 12 cups of beef extract.

SECOND—Ovaltine has the power actually to digest 4 to 5 times its weight in other foods which may be in your stomach. Thus, a few minutes after drinking, Ovaltine is turning itself and all other foods into rich, red blood.

This quick assimilation of nourishment is restoring to the entire body. Frayed nerves are soothed. Digestion goes on

efficiently. Restful sleep comes. And as you sleep you are gathering strength and energy.

Hospitals and doctors recommend it

Ovaltine is a delightful pure food drink. In use in Switzerland for 30 years. Now in universal use in England and its colonies. During the great war it was included as a standard war ration for invalid soldiers.

A few years ago Ovaltine was introduced into this country. Today hundreds of hospitals use it. More than 20,000 doctors recommend it. Not only as a restorative but also for malnutrition, nerve-strain, convalescence, nursing mothers, backward children and the aged.

Just make a 3-day test of Ovaltine. Note the difference, not only in your sleep, but in your next day's energy. You tackle your work with greater vigor. You "carry through" for the evening. There's a new zest to your work; to all your daily activities. It's truly a "pick-up" drink—for any time of day.

A 3-day test

Drug stores sell Ovaltine in 4 sizes for home use. Or drink it at the soda fountains. But to let you try it we will send a 3-day introductory package for 10c to cover cost of packing and mailing. Just send coupon with 10 cents.

OVALTINE

Builds Brain, Nerve and Body

I took Ovaltine for sleeplessness and lack of ambition during the day. After I had used the sample I had more rest at night. During the day I had more ambition and felt 100% better. (Signed) Merlin Schoeller, Jefferson, Wis.

I took Ovaltine and am well pleased with results, so that I am on my second 8-ounce can. Could not sleep at night, was more tired on arising than when I went to bed, but since taking Ovaltine can sleep all through the night and get up mornings feeling refreshed and "full of pep," as the saying goes. Will recommend Ovaltine to my friends. (Signed) George F. Du Bois, 17 Blake St., Keene, N. H.

THE WANDER COMPANY, Dept. 6117
37 S. Wabash Ave., Chicago, Ill.

I enclose 10 cents to cover cost of packing and mailing. Send me your 3-day test package of Ovaltine.

Name _____
Street _____
City _____ State _____
(One package to a person)

Send for 3-day trial