

Big Bertha's Anniversary



1 Twenty years ago next Wednesday morning Paris felt the first effects of a long-range type German gun which was to create psychological havoc for many weeks that year. This war-time crowd is watching some aerial drama. At first no one knew just where the big shells came from.



2 This shell wrecked a subway tube. One of the first Big Bertha missiles struck a church, killing many persons at worship. Later German army officials assured Parisians the shelling would cease on Sundays. (Meden photo.)



(An artist's sketch prepared for Col. H. W. Miller.)

3 One of the artillery giants shelled Paris from a woods nearly seventy-five miles away. The Big Berthas were designed and manufactured at the famous Krupp plant. The suspension bridge bracing for the barrel was necessary in order to elevate the muzzle to more than 50 degrees. The shell reached a height of twenty-four miles at the top of its trajectory, and the cannon's barrel had to be straightened after each shot.



(Acme photo.)

2 For sweet publicity's sake a wrestler is given artificial eyelashes by a Hollywood beauty operator.

Odd

(Photo from Tribune London Bureau.)

1 Below: Optimistic winter sign on an English countryside.



I'VE NEVER SEEN A LOTION SINK RIGHT IN AND GET TO WORK SO FAST.

I USED VELURE OVER NIGHT AND JUST LOOK HOW SOFT AND SMOOTH MY HANDS ARE NOW.

HOW WONDERFUL TO FIND A LOTION THAT REALLY IS NON-STICKY AND QUICK-DRYING.

...AND VELURE GOES 3 TIMES AS FAR! THINK WHAT A SAVING THAT MEANS.



DISCOVERED! A Vanishing Lotion
that Goes to Work **FASTER!**

WHEN HANDS ARE RED, ROUGH OR CHAPPED

NOW! A hand lotion that goes to work faster than most lotions—on hands that are chapped and rough! A lotion that is *really* non-sticky and quick-drying—that **VANISHES** almost instantly as soon as it's applied!

This new creation—which cost Bauer & Black over \$250,000 to perfect—is now sold in drug and department stores under the trade name: **Velure!** It is different in conception—different in formula and consistency from any lotion you've probably known heretofore.

One of its most remarkable characteristics is its self-penetrating action that takes place before your very eyes. You see it sink in *automatically*—penetrate the microscopic skin crevices and crannies where it goes to work at once. No hard rubbing to "work it in" as with thick lotions. No sticky residue to soil your gloves or clothes.

But that's not all. For Velure also embodies properties that help to conserve *natural* skin-softening oils. Thus lightening the excessive burden on skin glands that makes hands prematurely coarse and "old."

Thus, when you use Velure, you are not only combating roughness, redness and chapping. You are also helping Nature to maintain soft, smooth hands in one of the most effective ways yet developed by scientific research.

Also—Velure goes 3 times as far as old-fashioned, thick-type lotions. You use only $\frac{1}{4}$ as much. So it's a grand money-saver, too.

TRY VELURE FREE!—For a free, generous trial bottle of this new, faster-acting lotion, send your name and address to: Bauer & Black, Dept. N, 2501 S. Dearborn St., Chicago, Ill. See for yourself how surprisingly different it is.

HERE'S WHY VELURE GOES TO WORK MORE RAPIDLY

THICK GUMMY LOTION REMAINS ON SURFACE

Thick lotions tend to form heavy film on surface. Unless forced in, they may fail to penetrate microscopic skin crevices.

VANISHING VELURE SINKS IN AUTOMATICALLY

Velure Vanishing Lotion—by reason of low surface-tension—tends to penetrate skin crevices automatically. Thus goes to work more quickly.

BAUER & BLACK

AT ALL DRUG AND DEPARTMENT STORES

Velure Vanishing LOTION