

30 YEARS AGO, MORE AND LESS



WHEN A PIONEER DIRIGIBLE CAME TO GRIEF—Capt. Horace Wild's flying bag, which was being exhibited at White City early in the century, wrecked on live wires at 39th and State sts. (Photo by Lyman Atwell.)



TRAFFIC TANGLE OF 1909—On May 25th of that year, this snarl of horse-drawn vehicles tied the corner of Dearborn and Randolph streets into a five-minute knot.



EMPEROR AND EMPRESS OF THE "DEESTRICK OF LAKE MICHIGAN"—Cap'n George Wellington and "Ma" Streeter, who claimed and fought for the rich Gold Coast area known as Streeterville, from the time in 1886 when their boat Reutan went ashore on a sandbar at the foot of Oak street. The cap'n died in 1921.

Only these Sachets...



can give you this...

a genuine wave..



by
EUGÈNE

You don't have to "hope" your permanent will turn out right. You needn't trust to chance. You don't have to try untested methods that claim this-or-that miracle. A genuine Eugene is always available at a nearby, reputable hairdresser's! This, the most famous method in the world, is

indeed unique! No one can copy the wonderful little Eugene Sachets that steam each hair-strand gently into waves or ringlets. . . They are patented for your protection. Ever examine these Sachets? We'll gladly send you one, so you can be sure the genuine are used for your wave!

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DISCOVERED! A TOOTHPASTE THAT GIVES 3 TIMES THE VALUE!

THE NEW "SUPER-SOFT" HIGH-POLISH PEPSODENT!

Just Out
—No increase
in price

Pepsodent's exciting \$200,000 toothpaste formula contains utterly new type Super-Soft ingredient. You'll thrill to the way it safely cleans and polishes teeth to a brilliant lustre that can't be equalled the world over!

1 HIGH-POLISHES TEETH TO TWICE THE BRILLIANCE—SAFELY

Expect to see your teeth sparkle and glisten as never before! So dazzling a lustre does Pepsodent's new \$200,000 Toothpaste formula quickly restore to dull teeth, and to smoke-stained teeth, that you, too, will say it positively gives twice the polish!



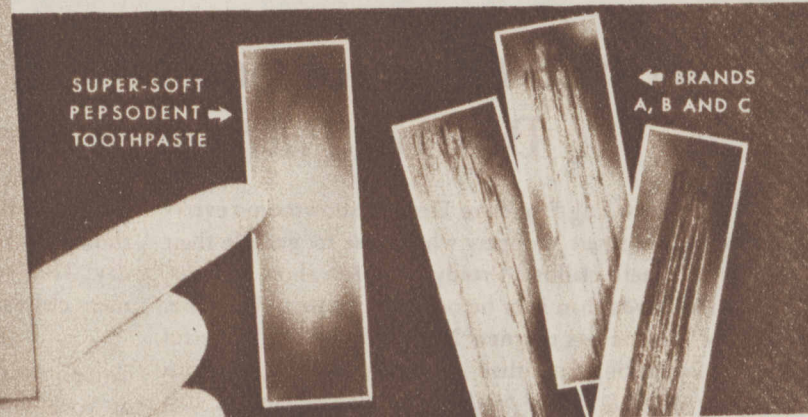
2 MAKES TEETH LOOK WHITER TWICE AS LONG—SAFELY

Teeth look whiter, feel cleaner and film-free hours longer! About twice as long as with ordinary dentifrices, according to findings of dentists working for 3 months with 500 people in Illinois. And there wasn't the slightest injury to tooth enamel.



3 GIVES THIS SAFETY—BECAUSE TWICE AS SOFT

100,000 brushings on metal plates softer than your teeth prove Pepsodent Toothpaste twice as soft as the polishing agent generally used in most dentifrices. Dentists know Pepsodent Toothpaste is super-soft, therefore super-safe, even for children's teeth and as a massage for tender gums.



See the difference when you really High-Polish your teeth!

● "I've got it!" With these 3 words one of the Pepsodent scientists announced the end of an exciting 14-year search for an utterly new kind of toothpaste. One that would High-Polish teeth safely!

He had found the new Pepsodent! A toothpaste both Super-Soft and High-Polish. A toothpaste that gives 3 times the value of ordinary kinds because it polishes teeth to the greatest lustre ever known . . . with double safety.

This safe way to High-Polish teeth is the result of a sensational new ingredient. One

never before used in a dentifrice. It is the secret of the astounding polishing power and cleansing action of Pepsodent's new toothpaste.

Imagine! New Super-Soft High-Polish Pepsodent Toothpaste gives your teeth twice the polish. Your teeth look whiter, feel cleaner and film-free, twice as long. Yet this new toothpaste is twice as soft! Being concentrated, it goes farther, lasts longer.

Even smoke stains quickly yield to Pepsodent's new patented toothpaste formula, developed at a cost of \$200,000. Gently, with

super-soft safety, it restores to your teeth the magnetic allure you admire in others.

So switch to New Pepsodent today. Look for the words "New High-Polish" on the box.

High-Polish Your Teeth—FREE

This coupon entitles you to a Free generous supply of the new Super-Soft High-Polish Pepsodent Toothpaste. Just mail to the Pepsodent Co., 919 North Michigan Avenue, Chicago, Ill., Dept. 3708-3K.

□ Check here only if you prefer free supply of Pepsodent's new High-Polish Tooth Powder.

Name.....

Address.....

City..... State.....

Coupon not good after Nov. 3, 1936. One sample to a family.

IMPROVED GUM MASSAGE! Your dentist will tell you that brisk finger massage with any toothpaste is good for the gums. It stimulates circulation; helps keep gums firm and healthy. But because the New Pepsodent Toothpaste is Super-Soft, it is especially suitable, extra safe for this purpose!