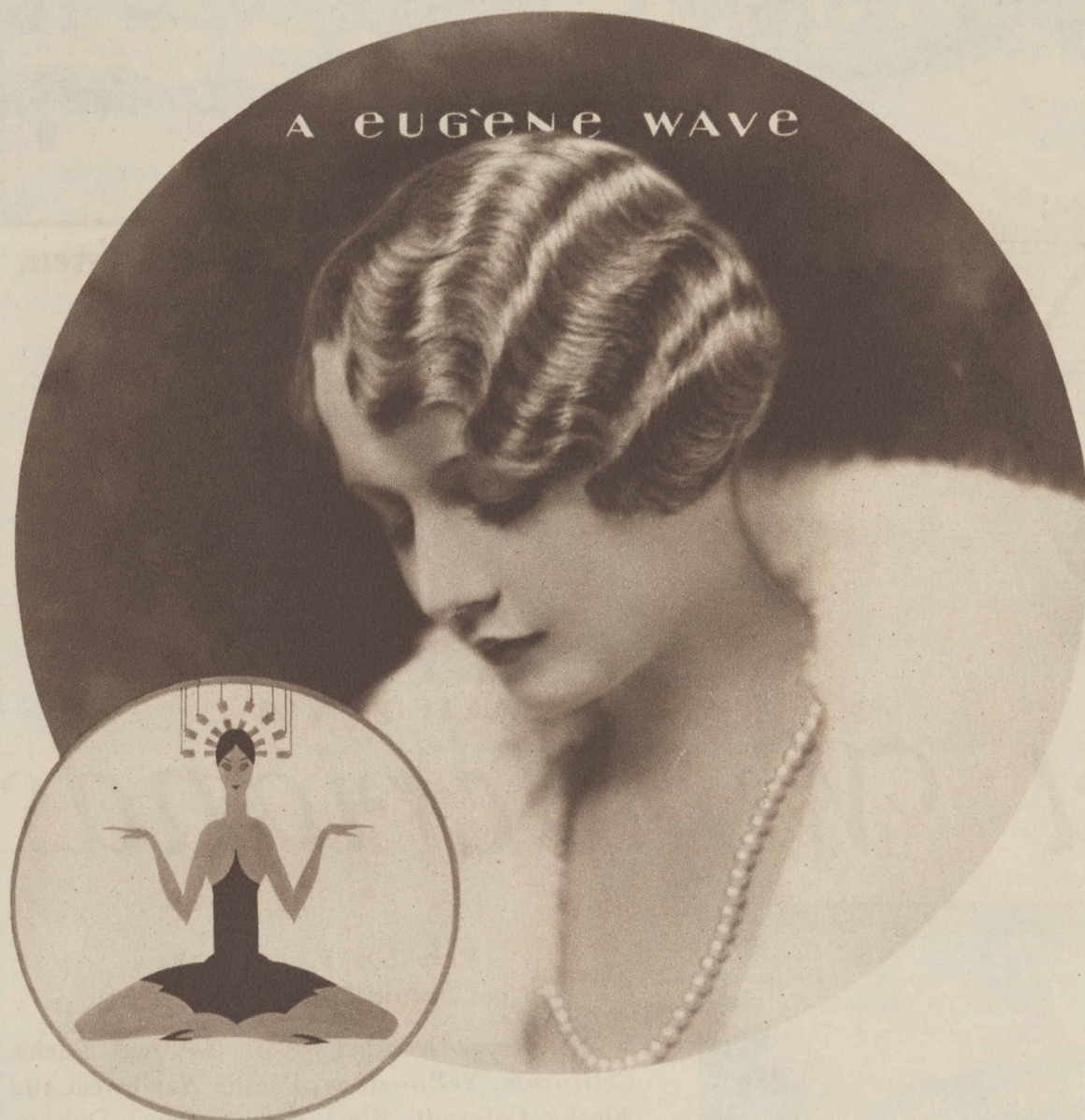




A MARINE MEMORIAL DAY—A miniature ship of flowers was set sail, to the accompaniment of benediction and taps, at memorial services for Staten Island men who perished in the Spanish-American war. The scene was pier No. 8, Tompkinsville, New York City.

(Photograph from Pacific and Atlantic.)



Nothing's so flattering...

WAVES—soft, lovely, undulating waves—they bring the greatest beauty to your hair—and You.

They must be permanent waves, of course, for other waves break the delicate strands, and are too transient, too fleeting. But above all, your waves must be the product of a method so gentle that none of the hair's delicate lustre is lost, and so clever that it can wave again and again, always confining the new wave to the new hair that grows in straight and waveless.

There is but one method

that can do these things—The Eugene Method of Permanent Waving. And this is why

The Eugene Method is based on the two fundamental improvements in the technique of waving—The Eugene Two-Sectional Steamer and the perforated Eugeneol—both patented and used exclusively by Eugene permanent wavers.

May we send you our new booklets explaining the Eugene Method in detail? And our list of local Eugene Wavers? Eugene Ltd. of London & Paris 565 Fifth Avenue, New York



IMPORTANT
The Eugene Trade Mark figure identifies each of the 26 to 36 Eugeneol used in a genuine Eugene Permanent Wave. Note also that Eugene TWO Sectional Steamers are used. Beware of the "bargain" wave that omits these essentials.



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Serious Business, This

—we don't know what, but we know it's serious by the expression of her face that we can see mirrored in the polished car.

Any car—old or new—has such a mirror surface when it's polished with

Semdac Auto Polish

Semdac removes the film of smoke, the dirt and dust that dull the finish. It *cleans* as it polishes—never "blooming"—leaving a dry and lasting lustre.

You'll be gratified to find how easily and speedily Semdac is applied. A quick rubbing and your car looks well cared for—well groomed—distinguished! By their cars motorists are judged on the highways!

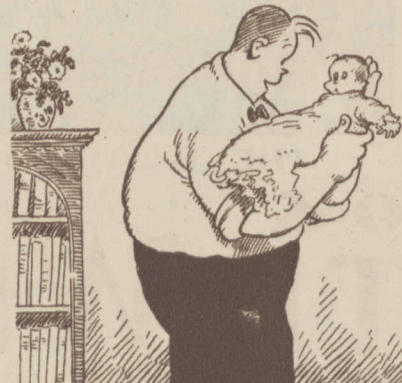
At any Standard Oil Service Station and at most dealers. Pint, 75c; Quart, \$1.25.



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An Authority on Babies!

HERE'S Uncle Walt—who raised his foster child, Skeezeix—beginning again on his own son, Corky. Do you suppose an unprejudiced observer would say Walt is rocking the baby to sleep?

Little Corky is endearing himself to Gasoline Alley readers. Read

GASOLINE ALLEY—by Frank King
Today and Every Day in The Tribune