October 8, 1939



MUD SLOWS UP THE GERMAN EASTERN ARMY.

POLAND.

NEW WAY TO RESTFUL SLEEP!

TIRED MUSCLES, TENSE NERVES EASED AS NEVER BEFORE ON **FROTHY LATEX FOAM!**





11

AFTER THE FALL OF WESTERPLATZ.



Y THIS REFRESHING NEW WAY HAVE FUN IN A TUB ... FOR **BEAUTY, FOR HEALTH!**

don't know what fun it can be to e a bath — till you take it with Bath-Bloom! This delightful new beauty atment fills your tub to the brim with hy, fragrant foam . . . purifies and tens even the hardest water . . . gently anses without soap . . . leaves no g. You step out a new person — your a soft and radiant, your whole being nderfully refreshed. Like to try it? Just the coupon, and we'll send you olutely free—enough Bath-O-Bloom the most thrilling bath of your life.

FREE BATH! MAIL COUPON!

MONROE CHEMICAL CO., Dept. 8-1 Quincy, Illinois	
Send me FREE package of Bath-O-Bloom.	
Name	
Address	
City State	



THE Prudential



EXTRA IT IS, MRS. SMITH. IT MEANS THAT YOUR BENEFICIARY WILL INSURANCE RECEIVE THE FULL FACE AMOUNT WHY, THAT'S OF YOUR POLICY, PLUS THE FINE ! ADDITIONAL INSURANCE YOUR





1110 1

FIVE FEATURES OF PRUDENTIAL PROTECTION

1. The Prudential pays claims quickly-often in a few hours. 2. A dependable Prudential representative near you . . . over 23,000 ready to give you friendly service. 3. There is a Prudential policy to fit every need . . . and a Prudential

payment plan to fit every purse. 4. Prudential participating policies result in low net cost. Policyholders share in savings.

BY DIVIDENDS

5. Founded in 1875, The Prudential has been strong and secure through good times and bad.

OH, I SEE, MR. TURNER. EVERYONE, MRS. SMITH,

INDUSTRIAL INSURANCE LIKE YOURS GETS DIVIDENDS

POLICY 10 YEARS OLD. IN THE FORM OF PAID-UP

WHO HAS A PRUDENTIAL

WEEKLY-PAYMENT POLICY

ADDITIONAL INSURANCE.

PRUDENTIAL DIVIDENDS

Chinese and

3

THANK YOU,

CERTAINLY A

MR. TURNER. IT'S

FINE FEELING TO

HAVE INSURANCE

IN A COMPANY

LIKE THE

PRUDENTIAL

SO, MRS. SMITH, YOUR

BUY YOU EXTRA

INSURANCE

WELL, AS YOU KNOW,

I HAVE A PRUDENTIAL

HOW DO I GET MY

AND HERE, MRS. SMITH, IS

THE PRUDENTIAL'S ANNUAL

DIVIDENDS ?

Tune In "WHEN A GIRL MARRIES" WBBM, Mon. thru Fri., 11:15 A.M.

INSURANCE COMPANY OF AMERICA HOME OFFICE: NEWARK, N. J.

FLOATS YOUR BODY ON **MILLIONS OF AIR CUSHIONS**

Deeper, More Relaxing Sleep!

The U. S. Royal Foam Sponge mattress brings you a thrilling restfulness you've never known before. You neither *lie on* nor *sink into* it. You float . . . yes, liter-ally float . . . buoyed on millions of tiny air cushions that ebb and flow to every contour of your figure. contour of your figure.

Ends NOW I CAN "Mattress Fighting"! This positive, resilient buoyancy takes the place of mere dead softness. You no longer "fight" smothering layers of padding. You move as easily and naturally as a swimmer in water. And your body is supported SLEEP! The Foam Sponge Mattress lets me Relax ... FLOATS ME OFF TO SLEEP ! whether 50 or 350 lbs.—is so per-fectly distributed you lose all con-sciousness of a mattress under you!

What Is U.S. Foam Sponge?

What is u. S. Foam Sponge ? Pure milk of rubber trees (latex) whipped into foam, molded by the "U. S." process that assures perma-nence. Ask your dealer for a sample ...sniff it...it's odorless / Stretch it. Notice the countless silky, micro-scopic latex filaments with tiny con-necting air pores in between. In this light, tough, springy web-alternately imprisoning and releasing millions of air bubbles—lies the secret of buoyant, more restful support and more thorough, hygienic ventilation!

It Breathes! Cooler

in Summer...Warmer in Winter!



New York • Chicago • Detroit • Philadelphia Boston • Cleveland • Cincinnati • Los An-geles • San Francisco • St. Louis • New Orleans Atlanta • Baltimore • Buffalo • Syra-cuse • Dallas • Kansas City • Min-neapolis • Omaha • Pittsburgh • Denver Portland • Salt Lake City • Seattle



blankets, to keep you cozy right down to your toes!

Years In Use Prove Longer Wear!

Years in Use Prove Longer Wear! The U. S. Royal Foam Sponge mattress may be a new comfort thrill to you, but its longer life is an old, proven story. Years of use in Pullmans, hotels, hos-pitals — and thousands of homes—have proved it sag-prof. No wonder! . . . it contains no inner parts to break or sag—no padding to pack down or form lumps... only pure latex made per-manently *resilient* by the exclusive "U.S." process. This means your Foam Sponge mattress will hold its brand new shape year after year! It means you never have to turn your Foam Sponge mat-tress because it smoothes itself!

itself!

(If you're allergic to certain materials in ordinary bedding, what a find this 'stuffingless' mattress will be for you!)



FEEL IT G-I-V-E! AT LEADING FURNITURE AND DEPARTMENT STORES Treat yourself to years of sounder, deeper, more relaxing sleep! See the U.S. Royal Foam Sponge mattress today—or write your nearest "U.S." branch for names of local dealers.

UNITED STATES RUBBER