

**Des vieilles publicités (Pardon Mesdames)**

photos : D.R.

**The Ideal Brain Tonic**  
Delightful Summer and Winter Beverage

Specific for HEADACHE. Relieves Mental & Physical Exhaustion

**Coca-Cola**

**TRY PENICILLIN**

Made from mold, you can get this drug from your doctor or prepare it yourself.

POPULAR MECHANICS ADVERTISING SECTION 63

**New Kind of Hat**  
Worn 10 Minutes a Day  
Grows Hair  
in 30 Days  
— or No Cost

No matter how thin your hair may be, this remarkable new scientific invention is scientifically guaranteed to give you a brand new growth of hair in 30 days—or it costs you nothing. Don't waste a cent. Just mail coupon below.

By ALGIS MERKE  
Founder of Famous Merke Institute, P.O. Box, N. Y.

I HAVE perfected a new invention that I scientifically guarantee will give you a new kind of hair in only 30 days—or it cost you nothing.

This new invention—the result of an experiment gained in treating thousands of cases of baldness—the 30-day growth of hair. It is worn on the head like a hat.

No risk of any kind. No hair loss. No itching. No pain. No cost. Just mail coupon below.

**Guard Against Throat-Scratch**  
enjoy the smooth smoking of fine tobaccos

...smoke PALL MALL  
the cigarette whose mildness  
you can measure

**Study This Puff Chart:**  
PUFF BY PUFF... YOU'RE ALWAYS AHEAD WITH PALL MALL

Outstanding... and they are mild!

P.S. LET A CARTON OF PALL MALLS SAY "MERRY CHRISTMAS" FOR YOU

How to measure your wife for an ironing table!

"Don't worry darling, you didn't burn the beer!"

**Schlitz**

