

PICTORIAL
GRAVURE
SECTION

SUNDAY CHICAGO
HERALD AND EXAMINER
BEING A CHICAGO NEWSPAPER AND FOR CHICAGO PEOPLE

SUNDAY
NOVEMBER 3
1918



"I SWEAR TO AVENGE YOUR FATHER!"

AMERICA'S VOW —From the Original Drawing by Lucien Jonas.



KICKING UP THE DUST ON THE WESTERN FRONT

An early morning snapshot of a Canadian gun pounding the enemy's lines with a continuous hail of shells. The camera has "caught" the gun the moment it was at full recoil. The man in the foreground is adjusting fuses on the shells, and judging from the dust and smoke in the picture, he is kept pretty busy.

Canadian Official Photo, from Underwood & Underwood.

Hearst's

For November
25 Cents



Watch for
this
NOTABLE NEW
Cover

Displayed
on
ALL PRINCIPAL
Newsstands

PEACE terms will be dictated by the nation that keeps strongest the longest. And the United States will be that nation.

It took the Kaiser fifty years to build his famous War Machine. In less than two, Mr. Wilson has built a better one.

"One industry after another has been taken over by the President; and, one by one, the men who used to run them for themselves have gone to Washington to run them for you."

SCHWAB, Davison, Garfield, Baruch, Ford, Edison, Hurley—and the entire army of \$1-a-Year Men—head the greatest organization the world has ever seen. No Treasury could hire, no King command, their services.

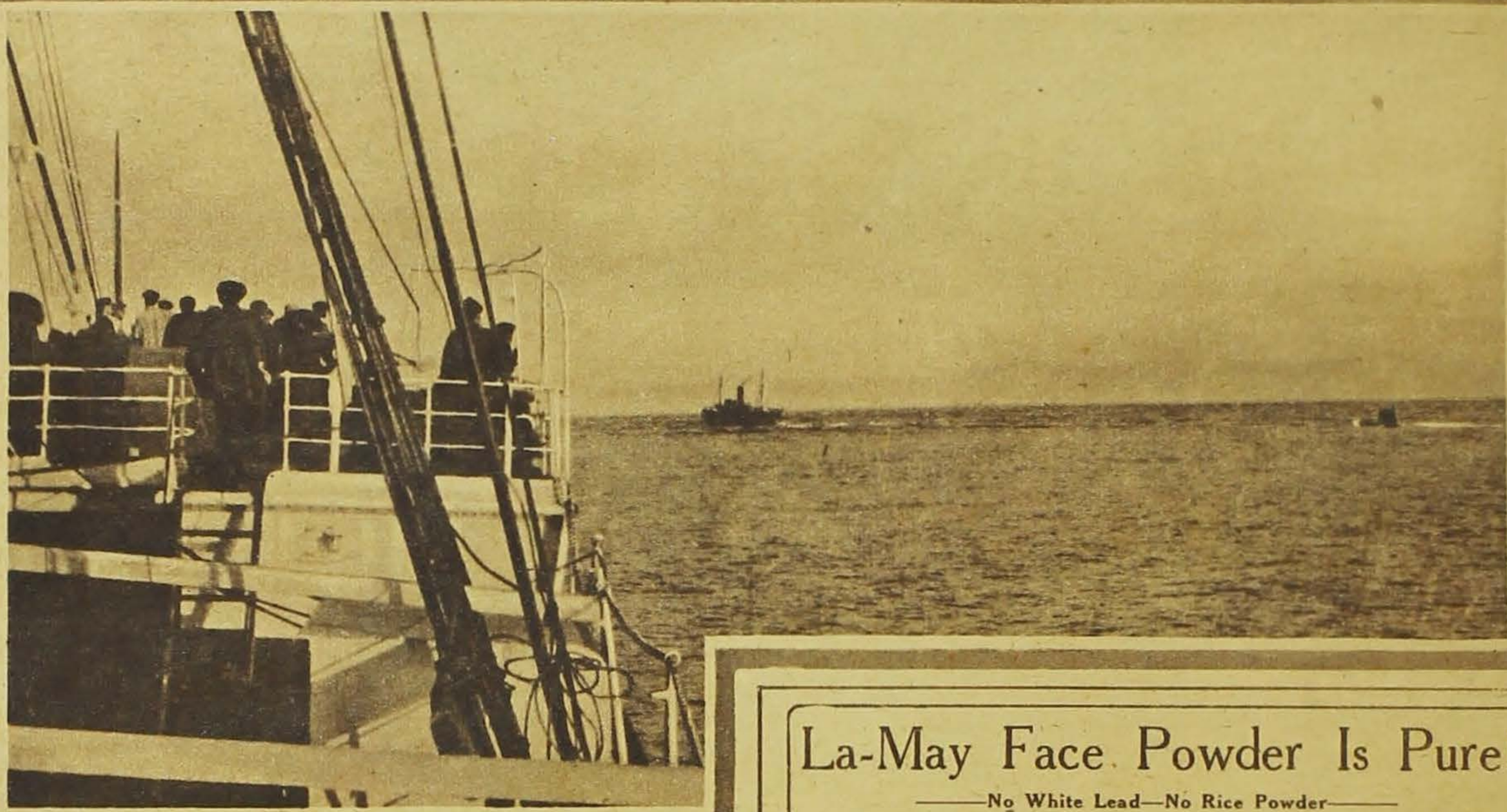
If you have been swayed by partisan criticism—if you have ever feared that the United States was not doing gloriously its whole duty—read "The Great Experiment."

"Now, the war is ending, will you junk the greatest industrial organization in history? Will you give up your factory and discharge your \$1-a-year man?"

IF you are not interested in great public problems you won't want Hearst's this month or any other. But if you really prefer to be patriotic—to keep in touch with your own Government—don't fail to read "The Great Experiment" in the November number of

Hearst's

MAGAZINE



Remarkable photograph, taken by an amateur from the deck of a Spanish steamship, showing a badly damaged German submarine being towed into port a captive by the British merchant vessel which put the U-boat out of commission. Photo copyright by Underwood & Underwood.

Submit your Song-Forms NOW for free examination and advice. We revise poems, compose music of any description, secure copyright and employ original methods for facilitating FREE PUBLICATION or outright SALE of songs under a certificate GUARANTEE. Card brings you a copy of our Free Booklet which tells you who we are, explains our methods and contains valuable information and instructions. This is your opportunity to learn the truth regarding the Song-writing profession from a reliable and successful concern. **SONG WRITERS' MANUAL & GUIDE SENT FREE** KNICKERBOCKER STUDIOS, 610 Gaiety Bldg., N.Y. City.

The Gem of the Notions
Starsnap
The Perfect Dress Fastener

Look for this Card - At Your Dealers
COLUMBIA FASTENER COMPANY, CHICAGO, ILL.

La-May Face Powder Is Pure!

No White Lead—No Rice Powder—
It Really Stays On Better Than Any Other.

Up to the present time it has been almost impossible to get a face powder to stay on longer than it takes to put it on. A specialist has at last perfected a pure powder that really stays on; that stays on until you wash it off. It does not contain white lead or starchy rice powder to make it stick. White lead poisons the skin and rice powder turns into a gluey paste that encourages enlarged pores, blackheads and rice powder pimples. This improved formula contains a medicinal powder doctors use to heal the skin. In fact, this new powder helps to prevent and reduce enlarged pores and irritations. It is also astringent, discouraging flabbiness, crow's feet and wrinkles. It is called La-may (French, Poudre L'Amie). Because it is pure and because it stays on better than any other, it is already sold by thousands of dealers everywhere. The large size is only fifty cents and the half size is twenty-five cents. When you use this delightful La-may and you see how wonderfully it beautifies your complexion, you will understand why it so quickly became the most popular complexion powder sold in New York. Save this notice.



Used by Over a Million American Women.

How Scientists Clean Their Teeth

All Statements Approved by High Dental Authorities



The facts stated here have been widely known for some years among dentists and scientific men. But they were not presented to the public until proved beyond dispute:

People who know—by the hundreds of thousands—are changing their teeth-cleaning methods. And these are the reasons:

The old methods proved inadequate. The best-brushed teeth too often discolored and decayed. Despite the wide use of the tooth brush, statistics show that tooth troubles have constantly increased.

Science found the reason in a slimy film. You can feel it with your tongue. It is constantly forming, and it clings. It gets into crevices, hardens and stays.

That film is the cause of most tooth troubles, and the old methods could not end it.

That film-coat absorbs stains, and the

teeth seem discolored. It hardens into tartar. It holds food substance which ferments and forms acid. It holds the acid in contact with the teeth to cause decay.

Millions of germs breed in it. They, with tartar, are the chief cause of pyorrhea. Also of many other serious diseases.

It is therefore best to brush teeth in ways which can end the film.

Four years ago a way was found to combat that film efficiently. It has now been proved by thousands of tests. Today it is embodied in a dentifrice called Pepsodent, and we ask you to test it yourself.

Make This Home Test

Pepsodent is based on pepsin, the digestant of albumin. The film is albuminous matter. The object of Pepsodent is to dissolve it, then to constantly prevent its accumulation.

This is not as simple as it seems. Pepsin must be activated, and the usual method is an acid, harmful to the teeth. So pepsin long seemed barred.

It is now made possible, because science found a harmless, activating method. Five governments have already granted patents. That method is employed in Pepsodent.

Many teeth-cleaning methods, widely proclaimed, have later been found inefficient. So Pepsodent was submitted to

Return your empty tooth paste tubes to the nearest Red Cross Station.

Pepsodent
REG. U.S. PAT. OFF.

The New-Day Dentifrice
A Scientific Product—Sold by Druggists Everywhere.

repeated clinical tests, under able authorities, before this announcement.

Today it is proved beyond question. And the object now is to bring it quickly into universal use.

The method is to offer all a special tube for test. Send the coupon for it, with 10 cents. Use it like any tooth paste, and watch results.

Note how clean the teeth feel after using. Mark the absence of the film. See how teeth whiten—how they glisten—as the fixed film disappears.

Let Pepsodent thus prove itself. See its unique results, know the reason for them. After that, you will not be content to return to old methods of teeth-cleaning. Cut out the coupon now.

SPECIAL 10-CENT TUBE

A size not sold in Drug Stores
THE PEPSODENT CO.,
Dept. 312, 1164 S. Wabash Ave.,
Chicago, Ill.

Enclosed find 10 cents for a Special Tube of Pepsodent.

Name
Address

**For Sunday breakfasts—
when you have time
to really enjoy it**

Of the thousands of Chicago families lingering over their breakfast this morning, more are drinking Yuban than any other coffee. You, too, will enjoy its rare flavor. Your eyes will sparkle at the rich color—you will delight in its fragrance. And the mellow Yuban flavor! Taste it once and you will want it—not only for Sunday breakfast, but for every breakfast.