

# BALDNESS— Its Cause and Remedy

Inner Secrets of Baldness Revealed by Jules Ferond

**Note**  
For the past thirty years Mr. Jules Ferond has specialized in the study of scalp diseases and the manifold ramifications of the science of hair growth. He is the first hair specialist to cure follicular mange, the most dreaded and hitherto the most hopeless hair and skin disease to be found in the annals of medical history. Before a large group of authorities Mr. Ferond inoculated himself with the germs of follicular mange and cured himself within a period of three weeks.

Mr. Ferond is also the first hair specialist to reveal to the layman the inner secrets of the incubation and growth of the human hair.

A number of years ago Mr. Ferond had no hair on his head other than a fringe around his ears. This can be proven conclusively by photographs and by the affidavits of thousands of people who know him intimately. Today, at the age of fifty-eight, he has achieved a re-growth of hair on his scalp that compares favorably with the head of hair of a man half his age. In thousands of other cases Mr. Ferond has never failed to give satisfactory results after faithful use of his hair serum.

Baldness is caused by the presence of a microbe that preys upon the fat cells which are placed by nature at the base of the hair follicles. This microbe absorbs the oily nourishment which healthy hair must receive in order to grow.

The scalp is a tissue composed of three layers—the horny outer layer, made up of longitudinal elastic fibers; the malpighian layer, or secondary stratum, composed of circular fibers; the third or papillary layer, a delicate membranous substance. Through these three layers of scalp tissue run the hair follicles, at the base of which are the papilli, bulbs.

From these hair bulbs spring small horny points, which, as they are nourished by the fat cells clustered around the papilli, gradually harden, push their way through the hair follicles and gradually develop into visible outer hairs. This, in a nutshell, is nature's way of producing hair.

Observe, now, how the microbe which lodges at the base of the hair follicles brings about a gradual loss of hair and finally—total baldness.

This microbe lives upon the minute fat cells which nourish the hair bulb or papilla. Thus, gradually the bulb loses its productive energy, the formation of new horny substance ends, the connection of the hair with the hair bulb is broken, and but a slight pull causes it to fall out.

If the parasite which steals the nourishment from the hair bulb is destroyed the fat cells are permitted to resume their normal functions and the hair continues to grow.

Ferond's Hair Grower with its powerful penetrative properties destroys the parasites feeding upon the fat cells, thus giving the hair bulb its proper nourishment and effectually preventing the further loss of hair, as well as stimulating its growth.

But how, you ask, can Ferond's Hair Grower produce new hair after the bulb or papilla which creates the hair has been permitted to become sterile?

Here is where the ingredients which enter into the composition of Ferond's Hair Grower assert their marvelous effect. By artificially creating the proper oily nourishment at the base of the follicle, the papilla is re-fertilized and creates a new hair growth.

It is generally known that at certain periods of the year even a healthy scalp will lose some hair, these hairs being pushed out of their follicles by the new hairs growing from the same bulb or papilla. This proves conclusively that the bulb is capable of producing more than one hair, and that so long as the proper nourishment penetrates the three layers of scalp tissue and feeds the bulb it will produce new hairs, which in time attain full growth.

Dandruff, alopecia, areata, eczema and other scalp troubles are the menacing forerunners of total baldness. Ferond's will cure these troubles, if applied faithfully, and in time will come to the surface and eventually attain full growth.

I also recommend Ferond's Hair Grower to those men and women who are daily gazing ruefully at the hairs clinging to their combs and brushes and watch with dismay the gradual widening area of scalp and the steadily diminishing number of hairs, whose loss they can ill afford. To you I can only say: Give Ferond's Hair Grower a chance to save your hair, it has made good with thousands—it must make good with you.

Jules Ferond Co., Inc.  
126 West 23d Street, New York



I am convincing more people every day that my product has merit. If you are bald or are losing your hair, it will benefit you to try a bottle of Ferond's. It costs a dollar and a half. It lasts a month. It MUST make good, or we will.

Remember the guarantee:

One hundred times the amount expended if Ferond's (Milnshaw) Hair Grower does not grow hair within six months to one year. Money back at any time.

*Jules Ferond*  
President

JULES FEROND CO., Inc.  
126 West 23d Street New York

At all drug and department stores, \$1.50 and \$2.50 per bottle. Parcel Post, 10c extra.

## Where to Buy FEROND'S HAIR GROWER

### CENTRAL

Browns' Drug Store, 10th and Arch Sts.  
Campbell & Bro., 18th and Market Sts.  
Co-Operative Drug Co., 103 S. 13th St.  
George B. Evans, 1106 Chestnut St.  
George B. Evans, 1636 Chestnut St.  
George B. Evans, 8th and Market Sts.  
George B. Evans, 1012 Market St.  
George B. Evans, 1221 Market St.  
Galen Drug Store, 1530 Market St.  
W. B. Hibbs, 23d and Spruce Sts.  
Jacob Drug Store, 1015 Chestnut St.  
Liggett's, 1210 Market St.  
Liggett's, 1332 Chestnut St.  
Liggett's, 1541 Chestnut St.  
Liggett's, 839 Market St.  
Liggett's, 206 Market St.  
Locust Drug Store, 9th and Locust Sts.  
Llewellyn's Drug Store, 1518 Chestnut St.  
National Drug Co., 13th and Market Sts.  
Spencer Pharmacy, Broad and Arch Sts.  
Stanley Drug Co., 224 Market St.

### NORTH CENTRAL

H. R. Abrams, N. W. Cor. Franklin & Jefferson Sts.  
Al. Baum, 11th and Girard Ave.  
Berman's Drug Store, 23d and Lehigh  
Braker & Forman, 15th and Columbia Ave.  
Louis N. Blainstein, 23d and Oxford Sts.  
C. J. Chalfant, 1701 Tioga St.  
S. B. Davis, Broad and Nedro Sts.  
S. B. Davis, 16th and Cayuga Sts.  
S. B. Davis, 27th and Dickinson Sts.  
H. Dixon, 29th and Lehigh Ave.  
L. H. Dewees, 18th and Cumberland  
F. H. Eberly, 25th and Oxford Sts.  
I. N. Everly, 20th and Oxford Sts.  
B. J. Hanington, Broad and Girard  
J. F. Houck, 15th and York Sts.  
Herr & Rauch, 2901 Girard Ave.  
P. Kirlin, 1027 Girard Ave.  
J. P. Klingman, 16th and Diamond Sts.  
J. C. Lehman, 28th and Poplar Sts.  
Liggett's, 3701 Germantown Ave., at Broad & Erie

E. D. Muchener, 12th and Huntingdon Sts.  
Pastor Bros., 25th and Lehigh  
Emil K. Roth, 6th and Cumberland Sts.  
Slough's Pharmacy, 2d and Tioga Sts.  
Milton Stein, 400 Susquehanna Ave.  
F. Snyder, 25th and Brown Sts.  
O. O. Schaeffer, 4501 N. 19th St.  
J. B. Schuking, 29th and Huntingdon Sts.  
Samuel Urfer, 5th and Cambria Sts.  
C. J. Veigel, 18th and Jefferson Sts.  
John Walton, 24th and Parrish Sts.  
N. F. Weiner, 5th St. and Susquehanna Ave.  
D. L. Witmer, 5th and Germantown Ave.  
S. Wohlgenuth, 17th and Dauphin Sts.  
D. S. Zelmanoff, 30th and York Sts.  
C. S. Zimmerman, 33d and Cumberland

### SOUTH PHILADELPHIA

M. Coplin, 1228 S. 21st St.  
A. Gruber, 6th and Dickinson Sts.  
Liggett's, 300 S. Broad St., Cor. Spruce  
H. R. Nolte, 13th and Christian Sts.  
Rosin's Pharmacy, 3d and Christian Sts.  
E. C. Sellen, 2201 S. 22d St.  
Topland & Elkins, 15th and Ritner Sts.  
J. Wexler, Front and Jackson Sts.

### WEST PHILADELPHIA

American Drug Co., 60th and Larchwood Ave.  
Aspen Pharmacy, Lancaster and Brown  
S. Baron, 36th and Market Sts.  
R. T. Berry, 5237 Jefferson St.  
B. E. Blankenhush, 639 S. 60th St.  
J. F. Booth, 62d and Lansdowne  
S. Blank, 52d and Parkside  
G. Z. Baum, 54th and Girard  
Cabellero Drug Co., 52d and Walnut Sts.  
H. E. Casey, 631 N. 38th St.  
Theo. Campbell, 2101 N. 63d St.  
P. A. Dietrich, 60th and Girard Ave.  
D. Dorin, N. W. Cor. 61st and Race Sts.  
W. J. Downs, 61st and Market Sts.  
Flack & Seibert, 40th and Chestnut Sts.  
Flack & Seibert, 52d and Haverford Ave.  
E. F. Haenchen, 39th and Haverford Ave.

E. Howell, 58th and Arch  
Chas. Kline, Jr., 200 S. 60th St.  
J. E. Lang, 71st and Woodland Ave.  
A. L. Leaman, 71st and Woodland Ave.  
Liggett's, 14 S. 52d St.  
L. B. Lovaker, 3206 Market St.  
Media Drug Co., 52d and Market Sts.  
Media Drug Co., 60th and Market Sts.  
Media Drug Co., 69th and Market Sts.  
Louis Milner, 44th and Chestnut Sts.  
R. W. Moss, 63rd and Elmwood Ave.  
F. Mintzer, 58th and Vine Sts.  
Moss & Winand, 61st and Baltimore Ave.  
Nelson & King, 321 S. 56th St.  
Nelson & King, 3849 Lancaster Ave.  
Practical Pharmacy, 71st and Elmwood Ave.  
Mark T. Ringer, 43d and Baltimore Ave.  
Rithwell & Cameron, 63rd and Lansdowne  
F. H. Robinson, 63d and Lancaster  
F. Ross, 52d and Brown  
Albert B. Sagin, 64th and Woodland Ave.  
P. J. Schlichtman, 62d and Grays Ave.  
Senn Pharmacy, 4628 Woodland Ave.  
A. Young, 60th and Lansdowne

### GERMANTOWN

H. M. Cameron, Coulter and Germantown Ave.  
S. B. Davis, York and Green Lane  
E. W. Kinley, Germantown Ave. and Penn St.  
Wm. E. Krewson, 6755 Germantown Ave.  
Liggett's, Germantown & Chelten Aves. (Gtn.)  
Smysler & Scott, Germantown and Chelten Aves.  
B. A. Wissler, Collam & Wakefield

### MANAYUNK

H. E. Enderlein, Cresson and Gay  
R. U. Fiedler, Main St.  
H. R. Wetherill, Green Lane and Silverwood St.

### KENSINGTON

Wm. L. Cliffe, Kensington and Somerset Sts.  
Elmer F. Merz, S. W. Cor. Front and Susquehanna  
B. J. Hanington, Kensington and Indiana  
J. E. Lafferty, 550 E. Allegheny Ave.  
H. Lessing, 600 E. Westmoreland St.

Liggett's, 2254 N. Front St., cor. York  
C. Warren Lindig, Kensington Ave. & Clearfield St.  
Train Pharmacy, 601 E. Allegheny Ave.

### FRANKFORD

B. J. Hanington, 2914 Frankford Ave.  
B. J. Hanington, Allegheny and Frankford  
B. J. Hanington, 3200 Kensington Ave.  
Joseph Katz, 2121 Orthodox St.

### ARDMORE, PA.

B. F. Smith Drug Store  
BRIN MAWR, PA.

W. Fusher  
Frank W. Prickitt

### CAMDEN, N. J.

Geo. M. Beringer, 5th and Federal Sts.  
Butler Drug Co., 1100 Kaigha Ave.  
Bruce C. Hallowell, Westfield Ave. and 27th St.  
O. Hinsky, 7th and Federal Sts.  
Leon Reiss, 806 Market St.  
J. L. Mahaffey, 600 N. 7th St.  
W. H. White, 305 Broadway  
Quality Drug Shop, 5th and York Sts.  
W. A. Chamberlain, Collingswood, N. J.  
L. S. Strange, Yorkhous Square, Fairview, N. J.

### CHESTER, PA.

Handy Medicine Shop, 158 W. 3d St.  
Miller's Medicine Shop, 609 Edgmont St.

### DARBY, PA.

Harlan Cloud, Main and 9th Sts.  
F. E. Winaud, 6th and Main Sts.

### MEDIA, PA.

Media Drug Co., Media, Pa.

### NARBERTH, PA.

F. B. Smith Drug Store

### NORRISTOWN, PA.

Cady Drug Co., 52 E. Main St.  
Hess, The Druggist, Swede and Marshall Sts.  
Lovatt Drug Store, 8 W. Main St.  
Wm. Stahler Drug Co., 2 E. Main St.  
Josh H. Woodward, 621 W. Marshall St.  
Atwood Yeakle, 600 DeKalb Ave.

### ROSEMONT, PA.

Frank W. Prickitt

And at Other Drug Stores