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Liggett's RIKER-HEGEMAN Stores



New York City The Home Of Beautiful Women

Have Beautiful Hair Use "93"



Rexall NINETY-THREE HAIR TONIC 50¢ and \$1.00
Retain and improve the appearance of your "crowning glory" by intelligent care and the regular use of Rexall "93" Hair Tonic.
The effects of summer dust and perspiration give your hair a dry lustreless appearance—Keep it in a healthy, "live" condition by frequent applications of this dependable tonic.
TWO SIZES, 50c and \$1.00.

☐ New York City is the home of America's most beautiful women.
☐ Blessed with natural rose tints in the early bloom of youth, many a New York matron has retained her exquisite complexion by the careful use of proper toilet requisites.
☐ In New York City may be found more varied types of beauty than in any other city in the world.
☐ Each type finds it necessary to use some reliable toilet preparation as a protection against the ravages of dust, wind and sun.
☐ That Liggett-Riker-Hegeman's is the proper place to procure these articles is proven by the fact that nearly four-fifths of our patrons are beautiful women.



Stars From the Ziegfeld Follies

☐ The beautiful actresses whose pictures are shown above will tell you that their good looks were not "wished" on them, but were obtained by devoting a portion of each day to the care and preservation of the skin.
☐ Many a woman has been able to look younger as she grew older by the careful use of a few of the reliable toilet preparations mentioned in this advertisement.

Protect Your Complexion



A good complexion is nature's greatest gift and is worthy of all the care that can be given it.
At this time of the year, after exposure to salt air, sun and dust, a reliable toilet cream or lotion is indispensable.
GOOD FACE CREAMS
Harmony Cocoa Butter Cold Cream.....50c
Rexall Cold Cream.....25c, 45c
Rexall Sunburn Cream.....25c
Rexall Theatrical Cold Cream, 30c, 50c
Rexall Disappearing Skin Cream, 25c
Violet Dulce Vanishing Cream.....50c
Creme Lady Mary.....50c
Riker's Cold Cream, 15c, 25c, 50c, 75c
Vivandou Sunburn Cream.....25c
Riker's Violet Cerate.....25c
Ipsol.....25c
Riker's Theatrical Cold Cream, 30c, 50c
Vivandou Cream of Almonds, 25c, 50c
Riker's Perozone (Peroxide) Cream.....25c

Rexall SUNBURN LOTION

A cooling and comfortable application for relief of the smarting and redness of sunburn, windburn, etc. Soothes and softens the dry and tender skin. Useful also in cases of ordinary burns, chafing, tan and freckles.
PRICE 25c

Cooling Talcums

Colgate's Talcums.....15c
Mennen's Talcums.....15c
Squibb's Talcum.....15c
William's Talcum.....15c
H & J Halcyon Rose.....50c
Houbigant's Ideal.....75c
Hudnut's Violet Sec.....25c
Kerkoff's Djer Kiss.....25c
J & J Talcum, 2 for 25c
Vivandou Mavis.....25c
Vivandou Lady Mary.....50c
R & G Violette.....25c
Rexall Violet.....15c & 25c
Riker's Violet
Excelsis Talcum.....15c
Jaynes' Baby.....25c & 40c
Bouquet Lauree.....50c
Violet Dulce.....25c
Georgia Rose.....25c
Rexall Baby.....15c
Rivers.....15c-20c
Arly La Boheme.....75c
Babeck's Corylopsis.....15c

Have Pearly Teeth

Use RIKER'S ANTISEPTIC TOOTH POWDER
An agreeable cleanser, highly antiseptic. Leaves the mouth in a pleasant, refreshed condition. Assists in hardening the gums and preserving the teeth.
LARGE SPRINKLER TOP CAN 25c

LILAS ARLY PERFUME

Individuality in perfume is just as necessary to women as charming gowns, becoming hats, well-fitting gloves and shoes. In buying perfume you can't "trust to luck"—good taste demands discriminating selection.
Lilas Arly Perfume carries a message of rare charm. A wonderful suggestion of sun-warmed, flower-scented air.
A distinctive creation in a beautiful bottle of new shape and design.
TWO SIZES, \$1.00 and \$3.00
Lilas Arly Toilet Water.....\$2.50
Lilas Arly Face Powder.....\$1.00
Lilas Arly Talcum Powder.....\$.50

Violet Dulce Complexion Powder

A face powder of exceptional merit; soft, smooth and daintily fragrant. Invisible when applied, imparts to the skin a most pleasing velvety texture. In three tints—flesh, white and brunette.
PRICE PER BOX 50c

Harmony Shampoo

Gives Gloss to the Hair
Just a few drops makes a quick rich foam; quickly applied and easily washed away. Removes all dust and stringiness and leaves the scalp clean, the hair glossy and fragrant. In a bottle of artistic design.
PRICE 50c

Smart Bathing Caps

☐ Just the thing to top off that bathing suit of yours—the newest, exclusive and most becoming styles made of the best quality rubber, perfectly cut and beautifully finished.
☐ The enjoyment of your outing will be enhanced by the knowledge that you are wearing a cap that looks right and is serviceable as well.
Bathing Caps, all rubber fancy trimmed, 50c, 65c, 75c, 85c, \$1.00.
Bathing Garters, assorted colors, 25c.
Diving Caps, pure gum, assorted colors, 25c, 35c, 40c, 50c.
Ayvad Swimming Wings, 23c and 35c.
Bathing Shoes, black, blue, and white, ladies' and men's high and low, full assortment of sizes, 25c to \$1.00.
Cork Surf Balls, 14c.

WITCH HAZEL AS A BEAUTIFIER

A cold compress of Witch Hazel night and morning has a tendency to smooth out wrinkles and keep the skin soft and free from blemishes.
Delightful and invigorating as a rubdown after the bath.
PER PINT.....25c
QUART.....45c

Good Soaps

A drug store has always been considered the proper place to procure soaps of the highest quality.
It makes no difference who you are or what your walk in life may be, your soap needs can be supplied at Liggett-Riker-Hegeman's—and usually at a saving.
We carry them all—and mention a few
Harmony Imported Soap
A high grade toilet soap—one of the best that care and skill can produce—Imported from France—Made in four colors—Violet, Rose, Heliotrope and Bruyere.
PRICE PER CAKE 25c
Almond Cocoa Soap
Large half-pound cakes of pure white soap—Made from coconut and almond oils—Creates a rich, creamy lather—Soothing, antiseptic and nourishing to the skin.
PRICE PER CAKE 10c
H-J English Tub Soap
A finely milled, delicately scented toilet soap—Lathers freely—Heightens the luxury of your bath—Convenient to use.
PRICE PER CAKE 25c

BATH SPRAYS 69c to \$4.98

CREAM Caramels

29c POUND. 29c POUND.
Dainty and delicious squares of rich, mellow, chewy cream caramels—with inlays of smooth marshmallow and nut cream in a variety of flavors. These caramels are strictly high class and are made exclusively for our stores.
PER POUND. 29c

Liggett's RIKER-HEGEMAN DRUG STORES

Bronx and Harlem
Manhattan & Brooklyn

A HEALTHFUL SUMMER DRINK

LIGGETT'S ORANGEADE

A big, long, cooling, satisfying drink made from the juice of the choicest California Sunkist Oranges. Served in clean, dry, polished glasses at our hygienic fountains.
PER GLASS 5c
Riker's Perfect ICE CREAM
Served at all LIGGETT-RIKER-HEGEMAN Fountains
Prepared under strictly sanitary conditions and with ingredients of absolute purity.

