

Radium and Beauty



A BOX containing RADIOR Peau de Velour (Night Cream) was placed on a photographic plate and left in a dark room. The above radiograph resulted from the actual Radium in the cream without the aid of an X-Ray machine. Nothing but Radium or an X-Ray machine will produce a Radiograph—visible proof of the presence of natural Radium in RADIOR Preparations. See our \$5000 Guarantee which covers all RADIOR Articles.

A REVOLUTIONARY beauty secret was revealed when Scientists discovered Radium. With its power to rejuvenate and vitalize all living tissue, Radium has proved of inestimable value to the skin and complexion.

By the use of Radium Toilet Requisites any woman can now avail herself of this new aid to beauty. An expert discovered the way to embody Radium in these preparations despite its cost. All Radium articles carry a \$5000 Guarantee that they contain Actual Radium.

Radium beauty aids are the daintiest and most luxurious of toilet preparations. There are Radium Face Creams as soft as velvet—Powders as smooth as satin. There is Radium Hair Tonic, delightfully invigorating to scalp and hair—a healthful Skin Soap—a dainty Rouge—an Under Chin Pad for sagging muscles, and Forehead Pad for wrinkles. All are distinguished by a mysterious fragrance—an exclusive Radium Perfume.

To this perfection add the wizardry of Radium with its power for betterment, and Radium Toilet Requisites stand unrivalled as your aids to beauty.

The Radium idea is new only in the United States. Radium Preparations are a success of long standing in England where they are used by delighted thousands and are the vogue in leading shops.

Try Radium in comparison with any other preparations. You will use Radium always.

Write for this Interesting Booklet

"What is Radium—what does it do for you—why is it embodied in the finest toilet preparations?" These are some of the questions answered in our booklet—"Radium and Beauty"—a booklet every modern woman will read with vital interest.

A complimentary copy of this booklet will be sent if you address Geo. Borgfeldt & Co., Irving Place, New York.



are sold by the foremost Department Stores, Liggett's and other leading drug stores.

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Sole Distributors: GEO. BORGFELDT & CO.
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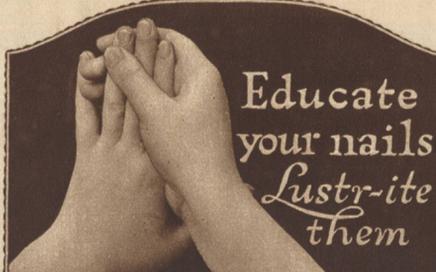
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- Lustr-ite Nail Whitener
- Lustr-ite Nail Cake

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Roxey NEW YORK

La-May Face Powder Is Pure!

No White Lead—No Rice Powder
It Really Stays On Unusually Well.

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. You powder your nose nicely and the first gust of wind or the first puff of your handkerchief and away goes the powder, leaving your nose red, shiny and conspicuous, probably just at the very moment when you would give anything to appear at your best. A specialist has at last perfected a pure powder that women say stays on wonderfully well. It does not contain white lead or starchy rice powder (Poudre de Riz) to make it stay on. White lead poisons the skin and rice powder turns into a gluey paste that encourages enlarged pores and unsightly complexions. 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 called La-may (French, Poudre L'Amé). Because it is pure and because it stays on so well, it is already sold everywhere. The large size is only fifty cents and the trial size is twenty-five cents. When you use this delightful La-may and see how wonderfully it beautifies your complexion, you will understand why it is now used by over a million American women.

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