

Radium and Beauty

HERE are the first toilet preparations to embody Actual Radium, an astonishing new force for betterment, applied as an aid to Beauty. Learn how the amazing Energy of Radium has proved a boon to the human skin. Learn what Radium actually means to Beauty and how its power is employed in "Rador" Preparations. Study our \$5,000 guarantee. Then turn to "Rador" Toilet Requisites. When you have used, enjoyed and tested them you will adopt them as your own first aid to Beauty.

PREHISTORIC woman first discovered her image in some quiet jungle pool. Ever since Beauty has engaged the world's attention.

Radium, though new to the world, is no less of absorbing interest. Its marvels have amazed and thrilled us all.

Who would have imagined that these two subjects would some day go hand in hand? Yet, in Radium, Science has discovered a revolutionary Beauty Secret.

Consult books on Radio-activity. Any number of them are in our public libraries. They will show you that Radium possesses an enormous power for human betterment.

The tiniest particle of Radium throws off a continuous stream of Energy Rays. An Energy never diminishing, never ceasing, day or night, year in, year out. A force a million times more powerful than any other known.

These Radium Rays are particularly valuable in effect upon the human skin. Dr. Louis Wickham and Dr. Degrais, specialists in the St. Lazare and the St. Louis Hospitals of Paris, have proved what Radium will do for even the most dreaded skin diseases.

Rays of Radium, in fact, energize and revivify any living matter with which they come in contact. They are "accepted by the human system as harmoniously as is sunlight by the plant."

This wonderful force for betterment has now been embodied in "Rador" Toilet Requisites, thus placing the power of Radium at the command of every woman who uses a face cream or powder, hair tonic or soap.

"Rador" Toilet Requisites are delightfully dainty and distinctive. They have an exquisite

and exclusive fragrance all their own, a perfume not for sale in any market. They are the first and only preparations for the toilet to contain Actual Radium—Nature's greatest aid to Beauty.

Every "Rador" Preparation is guaranteed, under \$5,000 penalty, to contain a definite amount of Actual Radium, and to retain its Radio-activity for at least twenty years. See Guarantee above.

In England, "Rador" Preparations are a success of several years' standing. They are used by noted women of title and fashion. They are the *vogue* in the leading shops.

We present them to the United States as the greatest boon ever offered—to those who value perfection of complexion; rounded, youthful facial contours; a healthy skin and beautiful hair.

Each and every "Rador" Beauty Aid is the formula of a famous Parisian specialist. Entirely aside from Itradium, you would choose "Rador" Preparations for themselves alone—for the silky smoothness of the creams—the impalpable fineness of the powders and the tantalizing, haunting fragrance.

When to this perfection, as toilet preparations, is added the power of Actual Radium, the highest level of Beauty Culture is reached.

From velvety "Rador" Face Powder to healthful "Rador" Skin Soap—from delightful "Rador" Face Powder to wonderful "Rador" Hair Tonic, "Rador" Toilet Requisites all contain actual Radium for Beauty's sake.

Space does not permit us to go into further details, but there are further facts concerning Radium and Beauty which every woman should know. They are contained in our booklet sent free on request.



Rador Toilet Requisites

"Rador" Toilet Requisites are necessarily higher in price. This must be expected in preparations containing the finest ingredients only, plus a definite quantity of Actual Radium. But the greater benefits obtained from "Rador" Preparations would justify an even higher price. The best is always the cheapest and goes further.

It is easy to prove the superiority of "Rador" Preparations. Try them. See how smoothly the Vanishing Cream rubs in.

Notice how your complexion improves with "Rador" Peau de Velour (night cream)

See how imperceptibly the face powder blends with the skin. How smoothly it adheres. Appreciate the soothing comfort of the Talc. Note the effects produced by the Hair Tonic.

Enjoy the strange, elusive fragrance. Then remember that each preparation has the power to work for betterment—the power of Actual Radium. It is easy to apply these tests.

Purchase "Rador" Toilet Requisites at any of the leading department and drug stores. If you are not delighted with them, communicate with us and we will see that your money is refunded.

Rador Preparations are GUARANTEED

(Under \$5,000.00 penalty) to be prepared from the purest pharmaceutical ingredients to contain a definite quantity of Actual Natural Radium and to retain their Radio activity for at least 20 years

The Rador Coy

Rador Articles

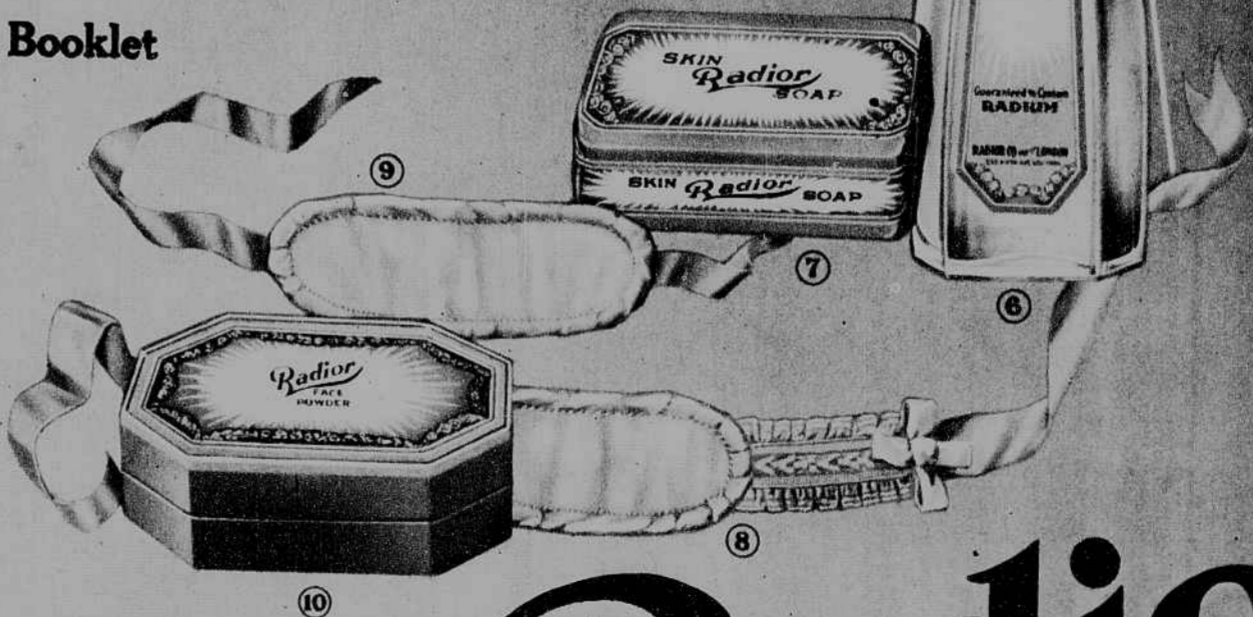
- 1. Peau de Velours (Night Cream) Per jar \$2
- 2. Rouge (Compact) Per box \$1
With mirror and puff. Natural, light and dark.
- 3. Compact Powder. Per box \$1
Six tints—Blanche, Naturelle, Rachel, Fleah Ochre and Brunette (With mirror and puff.)
- 4. Vanishing Cream. Per jar \$2
(For day use)
- 5. Talcum Powder. Per bottle \$1
- 6. Hair Tonic. Per bottle \$2
- 7. Skin Soap. Per Cake \$1
- 8. Under-Chin Pad. Each \$10
(Blue or Pink)
- 9. Forehead Pad. Each \$5
(Blue or Pink)
- 10. Face Powder. Per box \$2
Six tints—Blanche, Naturelle, Rachel, Fleah Ochre and Brunette

Write Today for This Vitally Interesting Booklet



This is probably the most revolutionary booklet on the subject of Beauty ever published. You who have imagined that all had been done for Beauty which could be done should lose no time in availing yourself of this "new knowledge." Investigate the subject of "Radium and Beauty."

The booklet is revised from the book "Radium—Its Discovery and Power," by C. Acey, one hundred and twenty thousand copies of which have been distributed in England. It is yours with our compliments. To secure your copy before our first edition is exhausted, mail the coupon NOW.



Rador

Toilet Requisites

Sole Manufacturers

Rador Co., Ltd., of London

235 Fifth Avenue, New York 167 Oxford St., London, W. I.

If your Dealer cannot supply you communicate with us.

RADOR CO., LTD., of LONDON.
235 Fifth Ave., New York.

Gentlemen: Please mail me a copy of your booklet, "Radium and Beauty." I understand that this request places me under no obligation to you.

Name

Address

RADOR TOILET REQUISITES
OBTAINABLE AT
Leading Department Stores of
New York, Brooklyn and Newark
and
Liggett's Drug Stores