HERE is a face cream—Radior Peau de Velour (night cream)—which is very different from any cream you have ever used.

Take a cool dab of it on your finger tips, rub it into your skin, you feel the difference immediately. You notice how smooth, luxurious and "creamy" it is. You distinguish a different fragrance—a subtle captivating fragrance—the exclusive Radior perfume.

The big difference, however, lies in what this cream does for your skin and complexion. It not only softens and aids resiliency to skin and facial muscles. It not only imparts a soft delicate bloom to the surface. But it does what no ordinary cream can do—energizes, invigorates, rejuvenates, because it contains Actual Radium.

That is the magic behind Radior Beauty Aids. Each is imbued with LIFE by Radium—the greatest of all aids to beauty. Despite its prohibitive cost a specialist discovered a way to embody actual Radium in these preparations, placing its wonderful power for betterment at the command of every woman who uses Radior Peau de Velour or Radior Vanishing Cream, Radior Face Powder, Compact Powder, Talc, Hair Tonic, Soap or the Radior Chin and Forehead Pads. The presence of Actual Radium in each is attested to by our $5000 Guarantee.

Radium is added to the perfect Radior ingredients—the formulas of noted beauty specialists—and Radium becomes a source of never-dying energy which vivifies tissue, eliminates blemishes, tones up glands and muscles and brings back the rounded contours, rosy color and soft firm texture of youth.

When you use Radior Creams or Powders, Hair Tonic or Soap, you are using the finest, daintiest and most luxurious of toilet preparations, radiating waves of ENERGY. Only by trying Radior can you learn how this Energy works for the betterment of skin and complexion.

Learn more about this entirely new idea in Beauty Culture in Radior's, "Radiograph Made by Radior Night Cream." A free illustrated beauty agent. In Radior Toilet Requisites, Beauty Specialist and this secret to make a radical improvement in the art of Beauty Culture are explained. Write for a booklet, "Radium and Beauty." A reader from a book by C. Ainsworth, author of "The Science of Beauty," begins the full details of this new beauty knowledge. Worth for you booklet, "Radium and Beauty," written from a book by C. Ainsworth, author of "The Science of Beauty," is free. A copy of the booklet will be sent with newspaper by request. Address Geo. Borgfeldt & Co., Irving Place, New York, N. Y.

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

Name:  
Address: