

Chicago's Most
Beautiful
Woman

Miss Della Carson, Chicago

Chicago, Jan. 10, 1907.
Mr. E. Burnham,
Chicago, Ill.
Dear Sir:
A woman's chief claim to beauty depends on her complexion, a fair conception of which can never be formed by looking at her photo. The skin should be clear, free from blemishes and with enough color to show that the circulation is good and that the pores are free from obstructions.
I have no hesitation in saying I have found the scientific method of Beauty Culture as practiced in your establishment and your world-famed preparations of the greatest value in preserving my complexion.
Yours truly,
Della Carson

How Women Are Made Beautiful

E. BURNHAM

A Few Secrets Worth Knowing.

We propose to give you here information of great value to each and every woman who takes any pride in her appearance—and remember it is a duty for every woman to look as well as she possibly can. Don't brush this aside as an advertisement, for it is really full of most excellent advice. Advice of an expert, one who has made a twenty years' study of the subject of beautifying women.

Read every line on this page—then put into practice what you have learned and you will be extremely gratified at your wonderfully improved looks, and your husband, family and friends will rejoice in your beauty.

We Teach the Things We Do

Mrs. Thelma Orr, Chicago
AFTER TREATMENT

Chicago, March 27, 1907.
Dear Sir: I desire to state that your promise to me, which was made last October, namely, that if you would improve my complexion by removing crow's-feet, wrinkles and discolored complexion, I would give you my photograph and testimonial.
The enclosed picture, which was taken last fall, shows my condition at that time. I desire to state that you have not only removed the wrinkles and crow's-feet, but have put my skin in a first-class, youthful condition, of which I am very proud. The fact is that my complexion is the envy of my friends and I can not say too much for your course of treatments for beautifying women. You certainly do all you claim and your remedies are perfection. I recommend them to my friends.
Trusting this letter will fulfill my promise to you and be all that you require, I remain, yours very truly,
Mrs. Thelma Orr

DEMONSTRATION NOW GOING ON AT LEO H. FIHE'S THE FACE

Treatment of the Lines in the Contour of the Face

OF COURSE the lines of the face are to be first removed by proper massage, and when the proper preparations are used this is not at all difficult or arduous.

If you can come to our establishment, that is the simplest way, but if absent from Chicago or household duties prevent this you can procure from any first-class druggist or from our home office a jar of E. Burnham's Hygienic Skin Food.

E. BURNHAM'S HYGIENIC SKIN FOOD
Is especially prepared with the finest ingredients and no expense has been spared to make it the finest and best preparation for the skin. It will restore roundness and contour to the face, build up tissue and nourish and strengthen the muscles and free the skin from lines and blemishes, pimples, blackheads, moth-patches, etc. It improves the circulation and imparts a velvety texture to the skin.

Removes wrinkles, fine lines, and restores waste tissue. Should be used every night before retiring. Persistent application will produce wonderful results. It is a skin-beautifier in every sense of the word. Per jar, \$1.00.

The texture of the skin must be improved and perfected, and for this purpose

E. BURNHAM'S CUCUMBER AND ELDER FLOWER CREAM
(A Skin Cleanser and Beautifier.)

An excellent preparation for softening, whitening and purifying the skin. It is a much more effective cleanser than soap and water, as it enters the pores and removes all impurities, such as blackheads, freckles and sunburn, leaving the skin soft, pure and velvety.

Before retiring apply with a soft cloth, rubbing well over face and neck. Wipe off all that the skin has not absorbed. Delightful for use when traveling. Per bottle, \$1.00.

Then the muscles of the face must be hardened and strengthened to retain their condition and for this purpose procure

E. BURNHAM'S AROMATIC ASTRINGENT FACE LOTION
A tonic for hardening and strengthening the muscles and refining the skin. A few spoonfuls in cold water when bathing the face will be found delightfully refreshing and beneficial. Per bottle, \$1.00.

If you find after the other beautifying is complete that the pores seem coarse and large get

E. BURNHAM'S COARSE PORE LOTION.
Every lady who is afflicted with coarse pores will be glad to learn of this preparation, its special object being to refine a coarse and porous skin. It is simply applied with a soft sponge, especially after massage. Per bottle, \$1.00. Other valuable face preparations are suggested to you as follows:

E. BURNHAM'S TAN AND FRECKLE LOTION
This preparation removes tan and freckles and keeps the skin soft and white and the pores fine. Apply with a soft sponge to face and neck, allowing it to dry on. Per bottle, \$1.00.

E. BURNHAM'S SKIN BLEACH
This lotion removes sallowness, tan, moth-patches and all blemishes, leaving the skin soft, white and beautiful, without flaking off the surface. It acts more quickly than other preparations. Perfectly harmless and will not irritate the skin. Per bottle, \$1.00.

E. BURNHAM'S SKIN TIGHTENER
A tonic for the skin. A wonderful remedy where the skin is loose and flabby. Apply with a soft sponge to face and neck after massaging with E. Burnham's Hygienic Skin Food. Price, \$1.00.

E. BURNHAM'S REDUCING LOTION
This preparation reduces superfluous flesh by absorption. It is used with great success in body massage, and for reducing double chin, large arms or hips. Price, \$1.00.

ENGLISH CEREAL.
Used in the beauty parlors of London. A delightful preparation for cleansing, softening and whitening the skin. It is compounded chiefly from powdered oatmeal with other heating and softening ingredients. In our complexion treatments we make a little paste by moistening with water, and spread it on the face, allowing it to remain a few minutes. It absorbs all the oil which has not been absorbed by the skin, and assists the Skin Food in beautifying the complexion. Per jar, 25 cents.

E. BURNHAM'S MEDICATED COMPLEXION POWDER
Possesses all the good qualities without any of the objectionable features. It is prepared with the greatest care, only the finest ingredients being used in its composition. Four shades, Brunette, Flesh, White and Blended. Per box, 50 cents.

E. BURNHAM'S FACIAL SOAP
Is composed of the finest materials. It cleans the skin, and beautifies the complexion, cures pimples and blackheads, prevents wrinkles. A thoroughly hygienic, antiseptic soap, which may be used on the most delicate skin. Per cake, 25 cents.

FREE SAMPLE COUPON

E. BURNHAM, 70-72 State Street, Chicago, Ill.: (Richmond Palladium, Nov. 4.)
Please send me sample of your

CUCUMBER CREAM, GRAY HAIR RESTORER or HAIR AND SCALP TONIC. Indicate by mark which hair tonic is desired

I enclose 10c to cover partial express charges for above samples and booklet, How to Be Beautiful.

Name
Address



Mrs. Thelma Orr, Chicago.

BEFORE TREATMENT—Note Crow's Feet, Etc. Which Have Been Removed in Upper Picture.

Beauty Cares

Especially care should be taken of the skin and hair during the fall and winter months. If you are golfing, riding, automobiling you should by all means have with you the preparations necessary to preserve and increase your beauty.

MAIL
ORDERS
FILLED

If you cannot come to the store and your dealer does not carry the preparations described on this page, write us enclosing post-office or express order for the amount you wish to purchase, and we will forward immediately. These requisites can all be used in the privacy of your own home, as we send full particulars how to apply and massage.

All These Requisites Are Manufactured by

E. BURNHAM

Who Has the Largest Beautifying Establishment in the World.

Turkish and Electric Light Baths Exclusively For Ladies.

70 & 72 State St., Chicago, Illinois

THE HAIR

Methods of Treatment and Suggestions for Dressing.

WE MUST not overlook the fact that a woman's crowning glory is her hair, and we assure you that beautiful hair is possible to every woman.

Of course, first we recommend your coming to our establishment for hair treatment and hair dressing, but this is not essential, for all our hair preparations are so conveniently put up that they may be used in the privacy of your home.

First, let us consider the health of the hair itself. If your hair is thin or you are troubled with dandruff, first procure

E. BURNHAM'S HAIR AND SCALP TONIC
Will cure dandruff and cleanse the scalp. It will prevent the hair from falling, promote its growth and render it soft and glossy. We have used it for years in our celebrated scalp treatments with wonderful results. Per bottle, 25 cents. 50 cents and \$1.00.

E. BURNHAM'S SPECIAL DANDRUFF CURE
Is an ointment and should be used in conjunction with our Hair and Scalp Tonic in cases of baldness or long standing.

A positive cure for dry, scaly and itching scalps and all kinds of dandruff. Per bottle, 50 cents.

For changing the color, restoring color, and dressing purposes the following are valuable:

E. BURNHAM'S GENUINE GOLDEN HAIR WASH Often hair grows quite dark at the roots while the rest of it is a desirable and becoming shade. It is only necessary to touch on the hair at the roots to make it all beautiful and glossy. Per bottle, \$1.00.

E. BURNHAM'S ANTISEPTIC LIQUID SHAMPOO
This shampoo makes a beautiful lather. It stimulates the roots of the hair and leaves it soft and glossy. It removes all dandruff and irritation of the scalp. Per bottle, 50 cents.

E. BURNHAM'S GRAY HAIR RESTORER
This preparation is not a dye, but it will gradually change gray and faded hair to its original, youthful color. It keeps the hair in a beautiful luster and free from all impurities of the scalp. Per bottle, \$1.00.

E. BURNHAM'S FINE EXCELLENT HANDLOUSE
For something and fixing the hair, will hold the stray locks and keep them tidy. Per bottle, 15 cents.

E. BURNHAM'S CURLING FLUID
Keeps the hair in curl. Per bottle, 25 cents and 50 cents.

E. BURNHAM'S SHAMPOO SOAP
A transparent Tar Soap, unequalled for shampooing the hair. It rinses easily and thoroughly, leaving the scalp clean and the hair soft and glossy. Per cake, 15 cents.

E. BURNHAM'S DRY SHAMPOO POWDER
A preparation especially prepared for shampooing the hair without water. Price 50 cents.

E. BURNHAM'S HENNA POWDER
A preparation especially prepared for producing the beautiful Titian shades of hair so much admired. Price \$1.00.

E. BURNHAM'S GREEN SOAP
(For Shampooing.)

Refreshing and cleansing, and does not affect the natural oil and gloss of the hair or leave it dry and brittle, as is the case with some alkali soaps. Price, 15 cents.

In the present day styles of dressing false hair is absolutely needed, and for switches, pompadours, etc., we want to assure you that importing, as we do, more of these goods from France than all other concerns combined, we are in a position to give you at the most reasonable price the finest hair goods money can procure.

THE HANDS

NOR must we overlook the hands, for nothing is more attractive than a woman's beautiful hands.

Again, we must first recommend coming to our establishment, where our expert manicurists can give you every attention; but with a little practice and our preparations you can do much to beautify your hands. We recommend for your use the following articles:

E. BURNHAM'S CUTICLE CREAM
This preparation softens and whitens the hands and face, cures hang-nails, the sunburn, rough, dry and chapped skin. It is unequalled for its purity and medicinal qualities, and as an excellent for gentlemen's use after shaving has no equal. It is therefore an indispensable requisite for the toilet of both ladies and gentlemen. Per jar, 25 cents.

E. BURNHAM'S HAND MASSAGE CREAM
When used in massaging the hands will positively make them soft, white and beautiful. Per jar, 50 cents.

E. BURNHAM'S ALMOND MEAL
(Of Superior Quality.)

Keeps the hands soft and white and prevents chapping. To be used in place of soap for washing the hands. Per jar, 50 cents.

E. BURNHAM'S FINGER NAIL POWDER
Unequalled for giving color and brilliancy to the nails. The quickest and most lasting polish. Per box, 25 cents.

E. BURNHAM'S CRESCENT NAIL ENAMEL
In cake form. Very convenient and cleanly. A nail preserver and beautifier. Gives a lasting and beautiful polish. Price, 25 cents.

FREE SAMPLE COUPON

E. BURNHAM, 70-72 State Street, Chicago, Ill.: (Richmond Palladium, Nov. 4.)

Please send me your booklet entitled: "HOW TO BE BEAUTIFUL," giving directions how to massage the face, neck and arms; also how to dress the hair in the latest styles.

Name

Address