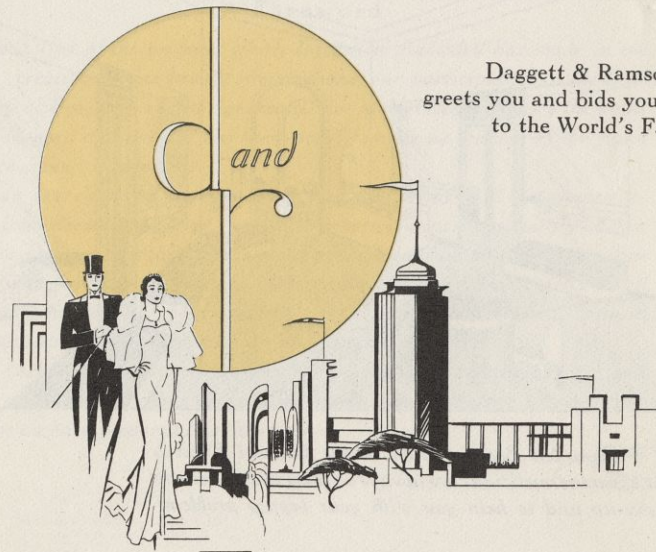


35B  
*Beauty at the Fair*

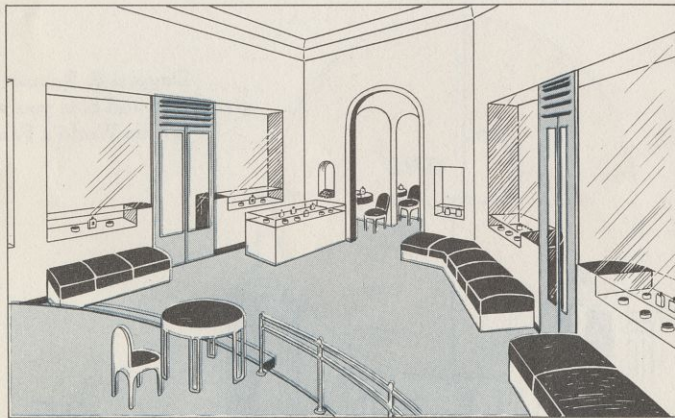


DAGGETT & RAMSDELL

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2 Park Avenue, New York



Daggett & Ramsdell  
greet you and bids you welcome  
to the World's Fair



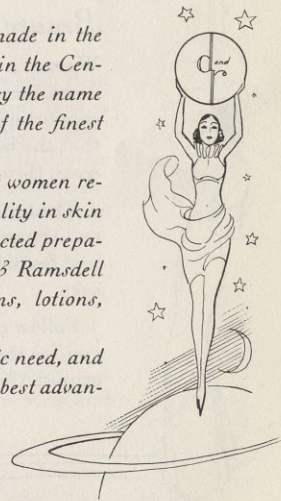
*The Daggett & Ramsdell Beauty Salon in the General Exhibits Building. Our expert cosmeticians are always on duty to demonstrate the art of make-up and to help you with your beauty problems.*

## Foreword

**I**N LIGHT of the progress which Daggett & Ramsdell has made in the creation of fine beauty preparations, our participation in the Century of Progress is most significant. For almost half a century the name of Daggett & Ramsdell has been world famous as makers of the finest face creams and lotions.

In years gone by a cream or two and a lotion were all that women required. Recently, however, the trend has been toward individuality in skin care and make-up through the use of special, individually selected preparations. In order to meet this new need the complete Daggett & Ramsdell treatment line has been created, comprising all the creams, lotions, make-up, and bath accessories now in popular demand.

Each of these new preparations is designed to meet a specific need, and in order to insure your using them correctly and to their very best advantage we have prepared this little booklet.







## *Beauty Asks So Little*

Woman's desire for beauty has stood the test of time; it has come down through the ages with ever-increasing numbers of enthusiastic supporters. More and more is the average woman coming to realize that the beauty often admired and envied in others is within her very reach through the simple, daily use of the proper beauty preparations.

The faithful care of your skin, to preserve its youth and loveliness, and the proper selection and application of cosmetics, to accent your best features and minimize the less attractive ones, are all that beauty asks.

Follow our instructions carefully. The results will more than repay you for the time and effort it requires, for you will soon enjoy to the utmost the beauty which Nature intended should be yours.

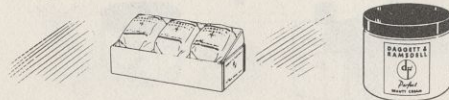
## *The Proper Care of the Skin*

If your skin is soft, smooth and lovely, let us help you to keep it so through the regular cleansing treatment for a normal skin. If it is very dry, inclined to be flaky, and to line and wrinkle easily, correct this condition by following the Dry treatment routine. Or if your skin is shiny, excessively oily, and subject to large pores and black-heads, use the Oily Skin Treatment to restore it to its original smoothness and beauty.

Following are brief directions for these individual treatments.

### *Normal Skin Treatment* *At Night*

1. Cleanse with Perfect Beauty Cream, soft and penetrating.
2. Remove excess oil with creamy lather of Cold Cream Soap and tepid water.



3. Close the pores and tone the skin with Perfect Skin Tonic.
4. Nourish with an over-night application of Perfect Tissue Cream.

### *In the Morning*

1. Wash face with Perfect Cold Cream Soap.
2. Briskly pat face with cotton moistened with water and Perfect Skin Tonic.

### *Dry Skin Treatment*

#### *At Night*

1. Cleanse with Perfect Beauty Cream. Its richness is ideal for a dry skin.
2. Stimulate and tone with cotton moistened with water and Perfect Skin Tonic.
3. Nourish with over-night application of Perfect Tissue Cream, soothing to a dry, sensitive skin.



### *In the Morning*

1. Cleanse face with Perfect Beauty Cream and remove with tissue.
2. Pat with cotton moistened with water and Skin Tonic.

### *Oily Skin Treatment*

#### *At Night*

1. Cleanse with Perfect Liquefying Cream, which melts instantly.
2. Wash with Perfect Cold Cream Soap, using lukewarm water.
3. Stimulate and tone with Perfect Skin Tonic, full strength.
4. Smooth and soften the skin with application of Beauty Cream.

### *In the Morning*

1. Wash with Perfect Cold Cream Soap.
2. Pat face with cotton moistened with Perfect Skin Tonic.







## *Large Pores—Blackheads—Pimples*

### *In an Oily Skin*

Blackheads and large pores are usually found in an oily skin. When the pores become clogged with excess oil due to improper cleansing, they cannot function as they should. Dust and dirt particles mix with the oil and form blackheads. Follow the corrective routine for an oily skin faithfully every day. You will free your skin of excessive oil, insure against collection of dirt, and as a result prevent the formation of blackheads.

Large, coarse pores are also the result of insufficient cleansing and of a sluggish skin condition. Be sure to follow your cleansing routine, paying particular attention to the use of Skin Tonic on the parts of the face where large pores are noticeable.

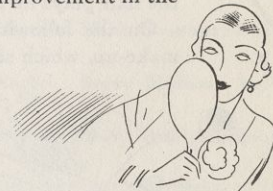


## *Blemishes—Large Pores—Blackheads*

### *In a Dry Skin*

While blackheads and large pores are as a rule characteristic of an oily skin, dry skins also suffer from this trouble. In these cases the skin was originally oily, but because of improper cleansing and misapplication of cosmetics, the pores are so badly clogged that they become tightly sealed and no oil at all can be exuded. The skin becomes dry and flaky. Blotches and blackheads result from the small accumulations of foreign matter deeply sealed under the skin.

To correct this condition follow the treatment for a dry skin every day without fail, and you will soon see a marked improvement in the texture and appearance of your skin.





## Selection of Cosmetics

Cosmetics, used to accent your natural beauty, should be selected with two definite ends in view: (1) To secure only the purest and finest preparations it is possible to obtain; (2) to use the proper shades which will harmonize with each other and blend perfectly with your own natural coloring.

Daggett & Ramsdell preparations meet the first requirement without question, for they are made of the finest materials procurable. As to the second point, in order to help you to select your cosmetics in shades which will harmonize with each other and with your own coloring, we have prepared the color chart on the opposite page. In determining types, we are governed by the color of the eyes and skin—the hair plays no part except in titian groups.

On the following pages are instructions for applying a Perfect make-up, which should be followed in the order given.

## Make-up Color Chart

TYPE	DESCRIPTION	PROTECTIVE CREAM	CHEEK ROUGE	EYE SHADOW	FACE POWDER	EYEBROW PENCIL	LIPSTICK	FINISHING LOTION
1. Light Blonde	Blue or Gray Eyes Light Skin	Rachel	Light	Blue-Gray	Naturelle	Black	Medium	Rachel
2. Medium Blonde	Blue or Gray Eyes Cream Skin	Rachel	Medium	Blue-Gray	Naturelle No. 2	Black	Medium	Rachel
3. Dark Blonde	Blue or Gray Eyes Sallow Skin	Naturelle	Medium	Blue-Gray	Naturelle No. 2	Black	Raspberry	Naturelle
4. Titian Blonde	Blue or Gray Eyes Red Hair	Rachel	Light	Blue-Gray	Naturelle	Brown	Medium	Rachel
5. Light Brunette	Brown or Hazel Eyes Light Skin	Rachel	Raspberry	Brown	Rachel No. 2	Black	Medium	Rachel
6. Medium Brunette	Brown or Hazel Eyes Dk. Cream Skin	Naturelle	Raspberry	Brown	Brunette	Black	Raspberry	Naturelle
7. Titian Brunette	Brown or Hazel Eyes Red Hair	Rachel	Raspberry	Brown	Rachel No. 2	Brown	Medium	Rachel
8. Dark Brunette	Brown or Hazel Eyes Olive Skin	Brunette No. 2	Raspberry	Brown	Brunette No. 2	Black	Raspberry	Brunette No. 2





## Application of a Daggett & Ramsdell Perfect Make-Up

*Perfect Protective Cream*, which places a porous film over the skin, is the secret of a lasting make-up. Moisten the face with Perfect Skin Tonic and apply Protective Cream very sparingly. Then, with the fingers well-moistened with Skin Tonic, blend the cream smoothly and evenly over the entire face.

*Perfect Cream Rouge*, is delightfully soft and natural in appearance. Insure even, smooth blending by always having the hands moistened with Perfect Skin Tonic.

*Eye Shadow*, properly used, will greatly enhance the beauty of your eyes. It should be applied delicately on the eyelid and blended from the eyelashes to the eyebrow. It should never be apparent.



*Lining the Eye* with Perfect Eyebrow Pencil, acts as a frame for the eye. Draw a delicate line slightly above and below the lashes, joining them just beyond the outer corner of the eye. Shade the lines toward the lashes with the tip of your finger until the shadow is evenly blended and natural looking.

*To Apply Face Powder* correctly, pat it very generously over the entire face and remove surplus with a blending brush. Daggett & Ramsdell Face Powder is so soft and light that it will cling for hours. It is faintly perfumed, and delicately tinted in five alluring shades.

*Eyebrows* which are properly shaped add character and personality to your expression. If your brows are short, extend them to the desired length with a Perfect Eyebrow Pencil and then go over the line delicately until the required amount of color has been built up. Daggett & Ramsdell Eyebrow Pencil will not blur or smudge.







*The Use of Lipstick* is important, but should not be overdone. Apply Daggett & Ramsdell Perfect Lipstick, which is soft, smooth and unusually permanent, putting a bow on your upper lip and an arc on the lower. With a little Liquefying or Beauty Cream on your finger, blend the color smoothly and evenly.

*Finishing Lotion* is the final touch to a Daggett & Ramsdell Perfect Make-Up. Apply it to your neck by stroking it always in the same direction until it is dry. Finishing Lotion imparts a smooth, velvety finish to your skin, and matches the color of your neck to that of your face. An ideal beauty aid for evening on arms and shoulders.

The Daggett & Ramsdell Perfect make-up is water-proof, but better still, it will last 24 hours if necessary, just as clear and lovely as when it was applied.



## *Daggett & Ramsdell Beauty Accessories*

*Perfect Oil Shampoo* will remove dust, dandruff and surplus grease without robbing the scalp of its natural oil.

*Perfect Hand Lotion*, used freely night and morning, is invaluable for keeping the hands soft, smooth and white.

*Perfect Cold Cream Soap* actually contains cold cream. It is so pure and mild that it is soothing to even the most sensitive skin.

*Perfect Dusting Powder* is the finishing touch to a luxurious bath. It is exceptionally fine in texture, and delicately perfumed.

*Perfect Sun Brown Oil*, applied to all exposed parts of the body, will allow you to brown smoothly and evenly without painful burning or blistering.



## Daggett & Ramsdell Beauty Preparations

PERFECT LIQUEFYING CREAM (3 sizes)  
Per Jar *Small* .60 *Medium* 1.00 *Large* 1.50

PERFECT BEAUTY CREAM (3 sizes)  
Per Jar *Small* .60 *Medium* 1.00 *Large* 1.50

PERFECT TISSUE CREAM (2 sizes)  
Per Jar . . . . . *Small* 1.00 *Medium* 1.50

PERFECT CLEANSING OIL, Per Bottle 1.00

PERFECT SKIN TONIC, Per Bottle . . .75

PERFECT PROTECTIVE CREAM  
(Rachel, Naturelle and Brunette No. 2)  
Per Jar . . . . . .75

PERFECT FOUNDATION CREAM  
(2 sizes) . . . . . *Small* .60 *Medium* 1.00

PERFECT FACE POWDER (Rachel No. 2,  
Naturelle, Naturelle No. 2, Brunette and  
Brunette No. 2) Per Box . . . . . 1.00

PERFECT CREAM ROUGE  
(Light, Medium and Raspberry) . . . 1.00

PERFECT CAKE ROUGE (Light, Medium  
and Raspberry) 1.00 Refills .50

PERFECT LIPSTICK  
(Light, Medium and Raspberry) . . . 1.00

PERFECT EYESHADOW  
(Blue-Gray and Brown) . . . . . .75

PERFECT EYEBROW PENCIL  
(Black and Brown) . . . . . .50

PERFECT FINISHING LOTION  
(Rachel, Naturelle and Brunette No. 2) . 1.00

DOUBLE COMPACT (Cake Rouge, loose pow-  
der) 2.00 Rouge Refills .50

PERFECT SUN BROWN OIL, Per Bottle 1.00

PERFECT OIL SHAMPOO, Per Bottle . .60

PERFECT HAND LOTION, Per Bottle .60

PERFECT COLD CREAM SOAP  
(Packed 3 cakes to the box) Per Box . . .75  
Single Cakes Each . . . . . .25

PERFECT DUSTING POWDER, Box . 1.00

