

## THE MERIWETHER REJUVENATING INSTITUTE

People have wondered at the manner in which some famous actresses and actors seem to retain the aspect of youth. My experience has led me to believe that it is due more to the exercise of the facial muscles in the tense dramatic expressions, and the consequent development and well-being of the entire countenance plus creams and special exercises with intelligent application of heat and cold.

People who wait for the world to discover their proficiency will generally die waiters, so that is why I am going to toot my horn and not let professional etiquette and false modesty keep me from proclaiming my ability to the world.

As a Beauty Specialist, I think I am well fitted for the part fundamentally and otherwise. To begin with I am an ardent lover of beauty. To me, there is nothing in Nature that does not hold a certain amount of beauty and charm and it has been most of my life's work to be able to enlarge upon the beauty and charm displayed in the highest manifestation of the Creator, which is Woman—God bless her. It was intended from the beginning that they should be beautiful, for is it not through them and their beauty that the race is made to continue and grow more beautiful with each generation? So Woman, beauty is your birthright and don't fail to retain it. There never has been a time in history when beauty meant so much as it does these days. Each business man frankly states that the personal appearance of his female staff (more so than the male) reflects the proficiency of his establishment. The severe mannish type of office girl has been unanimously replaced by the girl displaying real feminine charm.

My method of Beauty Culture is scientific, based upon years of experience connected with the most up-to-date methods known to science. The facial exercise I personally conduct so that the right muscles will be exercised to give the desired results. This, as you may know, requires a thorough understanding of the anatomy of the face and neck; in fact, to understand the anatomy of the entire body is most essential, but especially, one must be thoroughly acquainted with the muscles, nerves, and blood supply of the face and neck, otherwise facial treatments are not so much of a success.

I will gladly consult, free of charge, anyone who wishes advice on the subject of Beauty Culture.




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Why be ashamed of your Hair?  
Let Harvey cut it to conform  
with your personality at

THE MERIWETHER  
REJUVENATING INSTITUTE

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San Francisco, Calif.

*"Home of Scientific Beauty Culture"*

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