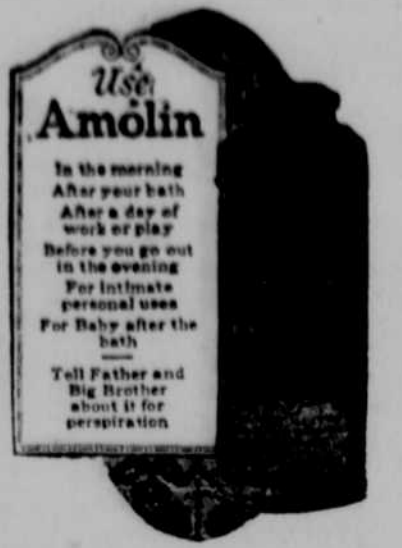


The Enhancement of Beauty Depicted

Things to delight womankind and to enhance the beauty of each and every one will be the feature of the toilet goods exposition to open Monday for six days on the eighth floor of the Brandeis Store.

Opens Monday

Cleanliness is more than a matter of bathing



Amolin

The Personal Deodorant Powder

A woman cannot always bathe daily—but even when she can, the particular woman uses Amolin, the personal deodorant powder, after her bath. It gives her person a clean-smelling, sweet atmosphere all day long—no matter how warm the weather or how great her activity.

See our demonstration at the exposition. Get a purchase can. THE AMOLIN COMPANY

Greetings From the MARINELLO Girl

who will be pleased to see you during the Brandeis-Omaha Bee Toilet and Drug Exposition.

She is here to tell you how you may be able to improve your personal appearance through the correct care of your complexion and the proper application of cosmetics which are pure and beneficial to the skin.

The Marinello Girl will tell you how to remove blackheads and pimples, what to do for shiny noses, oily or freckled skins, how to prevent falling hair and anything else you discuss with her along the lines of personal appearance.

Fine clothes will not make up for a poor complexion and a good complexion is simply the result of proper care and pure cosmetics.

And what higher endorsement can we give than that of the Marinello line—used in 6,500 beauty shops and in the eight leading schools of beauty culture? Each preparation is made to fill a definite need.

The Marinello Booth is Located on the Eighth Floor

Also Special Demonstration—Main Floor

The Brandeis Store—Omaha Bee Toilet Goods Exposition

April 28th to May 3rd



DR. MARTHA TURNER AT 43

Free Lectures on Health and Beauty

WATCH FOR THE ANNOUNCEMENTS OF HER LECTURES

This week Omaha women will have the opportunity of hearing Dr. Martha Turner deliver her series of lectures on Facial Physical Culture, General Health and the Care of the Skin and Scalp.

Dr. Turner is one of America's recognized authorities on health and beauty. Her lectures are interesting, instructive and practical. She will be with us for a few days only, and we invite every woman to hear her free lectures.

Dr. Martha Turner

represents the Colonial Hygiene Co. and has spoken to thousands of women on Health and Beauty

Le Jade (The Precious Perfume)



his decidedly new creation by Roger & Gallet is an inspired creation of the Orient—and of a fantastic appeal to the imagination.

Le Jade is a perfume of the most delicate and artistic centers of America. It is a dominating Parisian success.

Developed in its artistic design of pale green, gold and black, Le JADE is an enchanting fragrance, as lasting and unchangeable as the color of its emerald.

Each bottle is a work of art, and is sought after as gifts for friends and loved ones.

Extract—Toilet Water Sachet Powder—Soap

Also in combination boxes of 7 "Fashions in Fragrance."

FLEURS AMOUR (Flowers Love)

The most luxurious perfume in the world—a definition accepted since the first time it was used. Used today by thousands of fashion-conscious women, it is the most popular perfume in the world.

Extract—Toilet Water Sachet Powder—Soap

Face Powders (both loose and pressed), Crystals, Lotions, Brilliantines, etc.

Fluorescent Double Vanity, Fluorescent 97 Vanity

The exquisite creations of the designer to perfect a vanity that will meet every emergency need of the day and evening toilette.

As the illustrations indicate, the trated above are original and fully decorated. They fit snugly in vogue and are supplied in separate compartments.

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Fluorescent Double Vanity, \$1.75
Fluorescent Single Vanity, large \$1.50, small, 75c
In All Colors



PARFUME MASKEE

For the Daily Care of Your Skin You Need

The Loveliest Women of London, Paris and New York use these four preparations.

These four preparations are really essential to every woman if she is to keep the fine freshness of her skin.

These four preparations are really essential to every woman if she is to keep the fine freshness of her skin.

Elizabeth Arden

Ask at the toilet goods counter—or at the Elizabeth Arden's Exhibit—for a copy of Elizabeth Arden's book, "The Quest of the Beautiful." It outlines the famous Arden Massage-Strapping-Skin-Tanning Method, and tells how to apply it correctly at home.

Against Summer's Sun and Winter's Wind

A truly beautiful complexion can only result from perfect health of the skin tissues.

AMAMI

AMAMI Cream is especially suitable for use with any skin.

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Eighty Representative Manufacturers

Eighty exhibitors, representing the cream of the industry which devotes its time and thought to the manufacture of toilet articles, will present their finest to the view of Omaha next week. A wealth of samples will be presented to Omaha's women—lecturers and experts of many things will be on hand to talk about the use of them.

Hours, Each Day 10 A. M. to 6 P. M.

FREE Shampoo

CLEERO

"The Non-Rinsing Shampoo"

To the first 200 ladies presenting the attached coupon at the Drug Dept., we will give a free shampoo during our

EXPOSITION WEEK

at VAN ESS BOOTH

Fill Out Coupon and Present It Saturday at the Drug Department

This coupon entitles Mrs. _____ to free shampoo at Van Ess Booth at _____ o'clock

_____ A. M. _____ P. M.

Approved _____

Continuing the Sale of Guaranteed WISS SHEARS AND SCISSORS

PUTTING EDGES of the finest Cutlery steel and perfect adjustment features of these famous shears and scissors. They last a life time.

- Household Shears \$1.20 up
- Dressing Shears 1.40 up
- Sewing Scissors .85 up
- Embroidery Scissors .90 up
- Manicure Scissors 1.00 up
- Nail and Pedicure Sc. .90 up

For Cuts, Burns, Bruises Sodiphene

First Aid for the Family Also a Mouth Wash of Merit

MAY ALLISON Film Star Says: "At last—a large perfect hair net that bewitchingly matches my hair and outlasts any I have ever worn. And the wonderful convenience of getting them by the dozen in a beautiful Boudoir Box is made doubly attractive by saving \$1.50 on each dozen I buy. I always have a Boudoir Box of Nationals with me."

National Hair Nets

ARE BEST BECAUSE they are made from soft, hosiery, fine quality human hair—they are made hand—they are thoroughly sterilized—they are completely new—they are made in a special boudoir box, each with an attractive and convenient carrying case. Also, they are made in a variety of styles and colors to suit every taste.

At Nation Department Special Display on Eighth

East 1500 Dec. 1912
Best Quality Count With You?

W. D. Earl & Co.

Manufacturers of Horn Hair Pins, Celluloid Novelties and Fancy Hair Ornaments

For the Perfection of Your Complexion

Don't allow your skin to deteriorate from neglect. Daily care in the form of healthy condition. For the perfection of your complexion.

Dr. Berry's KREMOLA

PRICE \$1.25
Dr. Berry's KREMOLA—\$1.25 and \$1.50
Completion Road, 216 E. 12th St.

History of the Above Firm
The oldest celluloid manufacturer in the city of Lancaster, Mass., still doing business with the original methods of manufacture.

Manufacturers of Horn Hair Pins, Celluloid Novelties and Fancy Hair Ornaments

For the Perfection of Your Complexion

Don't allow your skin to deteriorate from neglect. Daily care in the form of healthy condition. For the perfection of your complexion.

Ever-Ready guarantees 100% perfect blades to the package, and delivers the keenest edges in the world.

SIX Ever-Ready blades to the package, and perfect shaves from every blade—Your money back without question, if every shave isn't better than the best shave any other blade ever gave you.

—Honestly, it's time you switched to Ever-Ready.

De Luxe Ever-Ready Razors are built to \$5.00 specifications, and sell complete for \$1.00

AMERICAN SAFETY RAZOR CORPORATION, Providence, R. I.

Beautiful Your Hair

Grow New Hair in 90 Days or Your Money Refunded

Costs Nothing to Grow New Hair. The Van Ess Scientific Treatment is a hair restorer that grows new hair in 90 days or your money refunded. Hence you can make a trial of it with no risk.

Germs by the millions breed in it, then feed upon the hair. Soon your hair begins falling. You note too how lifeless it appears, a show and tell of the natural luster and beauty are gone.

It offers, too, to stop falling hair. If it falls, it costs you nothing. Your own dealer gives you guarantee, so we take all the risk.

Over 300,000 women have made this claim. Results are amazing. The charm of wonderful hair is now available to any one who chooses to have it.

The Infected Sebum in Your Hair
Sebum is an oil. It forms at the follicle of the hair. Its natural function is to lubricate the hair.

But frequently Sebum becomes infected. It takes on the scalp, clogs the follicles and plugs them. Go to the mirror and you can see it on your scalp either in the form of oil, or, when accumulated and dried with other impurities, as dandruff.

Go today to any drug or department store. Obtain the VAN ESS Scientific Treatment. With it you will get a new growth of hair. Hence it is not to be missed.

Van Ess Laboratories, Inc. 211 King St., St. Toronto, Canada

AMERICAN SAFETY RAZOR CORPORATION, Providence, R. I.

Krank's Lemon Cleansing Cream

A complete toilet cream combines every necessary ingredient for the protection of the skin.

Price 402 Jar—\$1.00
Price 202 Jar—50c
Price 1502 Jar—\$1.50

Krank's Skin Health Powders

Large Size—\$1.00
Medium Size—50c

Krank's Fix-a-Gloss and Dandruff Remedy

For Training the Hair

It is the hair that gives the complexion its beauty. It is the hair that gives the complexion its beauty.

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Dr. West's TOOTH BRUSH

Dr. West's Tooth Brush is a complete tooth brush. It is a complete tooth brush.

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A SOLID-BACK BRUSH

It is made by inserting the bristles in a solid block of wood. It is not a piece of wood fastened to a handle or a piece of wood with a handle.

For sale at Brandeis Store.

S. E. Howard & Son & Co. (Inc.)
1150 Broadway 230 5th Ave. New York City

Gainsborough GENUINE HAIR NET

The Net of the Life-Like Lustrous

Guaranteed perfect in material and workmanship. Lustrous—full size.

10 cents

The Women's Country Club, New York

The Women's Country Club, New York

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Day Dream

Soudoir Creations

Ethel Barrymore says: "Each tiny flake of the elusive Day Dream perfume is as fragrant as the memories of an old-fashioned garden—so subtle as the breeze of youth."

Doris Kenyon says: "Day Dream Perfume is as fragrant as the memories of an old-fashioned garden—so subtle as the breeze of youth."

Agnes Ayres says: "The dainty, discreet perfume of Day Dream Lip Stick holds the flaming beauty of a thousand smiles and keeps the sad little secrets of tired lips."

Enid Bennett says: "Day Dream is truly the 'breath of the flower'—a dream realized—and is sure to please the most fastidious."

Hope Hampton says: "I am a devoted lover of the perfume, and have used sweetest, rarest and finest Day Dream and consider it delightful. It is fragrant, yet dainty and deliciously refined."

Mae Murray says: "I love exquisite perfumes just as I love beautiful flowers or gorgeous colors and I have found much pleasure in the use of the Day Dream Soudoir Creations."

Virginia Valli says: "I enjoy using Day Dream very much and trust I shall never be without this delightful, haunting perfume."

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Use Princess Pat "Twin Creams for Beauty"

Princess Pat Twin Creams bring beauty possibilities beyond the fondest dreams of women, or scientists. And the use of these two creams that give pore control is a simple—and delightful—

Princess Pat Cream—the other, Princess Pat Antiseptic Cream is applied first and left on temporarily. Then the Princess Pat Cream is applied. It comes a most delightful cream, there of course, with a special pore control feature. It is a controlled, closed sealant, and it is a most effective pore control cream.

Princess Pat Cream—the other, Princess Pat Antiseptic Cream is applied first and left on temporarily. Then the Princess Pat Cream is applied. It comes a most delightful cream, there of course, with