

BIG TOILET GOODS SHOW OPENS MONDAY

Brandeis Store-Omaha Bee Exposition to Display Beauty, Health Adjuncts

Eighty exhibitors, representing the cream of the industry that makes and sells toilet goods, will present for the approval of Omaha their products when the doors of the Brandeis Store-Omaha Bee Toilet Goods exposition are flung open at 10 a. m. Monday.

Everything one could imagine related to toilet goods will have representation at this exposition. Novel articles to delight the eye of womanhood and well-known favorites of many years' standing will vie for public favor.

Decorators have made the entire eighth floor a place of beauty and gleaming white has been offset with brilliant colors in the various booths built for exhibitors and decorated by them. Novel displays, with clever ways of attracting the public eye, have been constructed and it is all hour's entertainment merely to walk about and see them.

Pretty girls, uniformed in distinctive manner, will preside during the week over the many booths. Men and women who know the interesting history of perfumes and toilet goods from the time when almost none of these things were sold, will be here.

Men Also Included. Nothing conceivable has been left undone to make the exposition of interest both to men and women—but especially to the feminine sex. Admittedly the greatest users of these articles are women, but the probability that men buy once in a while is not being neglected. There are shaving needs, soaps, shampoos, powders and creams for which men are customers, and for whom they are being displayed.

Beauty Hints. The subject of beauty will predominate all week. Experts from the manufacturers will be on hand and give hourly talks and continuous demonstrations at many of the booths. A program of speakers on beauty and health will be given each day on the rostrum at the west end of the exhibition floor.

The art of making up, the care of the skin, the use of rouge, lip stick, eyelash and eyebrow preparations, powders, and everything for facial care and treatment will be given intelligent consideration and explanatory talks will accompany demonstrations.

Several big manufacturers are planning free treatments as a part of their exhibit. The Cutex firm will give free manicures all week. The Van Ess people with a new shampoo, are announcing free shampoos and their representative has a date book already well filled with engagements. Bonella offers treatments free and the Marinello company has a completely equipped miniature beauty parlor. Fitch, with hair remedies, is planning an interesting exhibit.

Gifts for Visitors. The show management mentioned casually in discussing the plans for the exhibition that a few samples of products might be a friendly manner

of introducing these articles to Omaha. An avalanche of thousands of free packages has been shipped here and will be distributed from the booths.

Delightful miniature perfume bottles with a generous amount of the precious essences from France and America have arrived and no one has had the temerity to tackle the job of counting them.

Little replicas of original packages of soaps, of powders, of rouges, and almost every sort of article are on hand and visitors will be enabled to take them home with them and make the acquaintance of the products of which the demonstrators will talk.

Several firms are giving out their full size packages by means of coupons, which are obtainable at the booths, and as long as the supply lasts will be distributed.

Every day it is planned to present some lucky visitor with a valuable box of some manufacturer's products of which he is particularly proud. The plan of distribution will be to select some visitor and the presentation will be made. Several of the gifts to be offered are of surprising value.

Harle-Haas Company Founded in the 80's

Harle-Haas and Company was originally founded in the early 80's by H. D. Harle and his first enterprise was a retail store. Today, the Harle-Haas company makes the boast that it is the oldest house in its line in this part of the country and one of the largest.

Shortly after the establishment of the business the firm was changed to Harle and McCune, jobbers, and later in 1899 was reorganized into an incorporation, the Harle-Haas Company, with a capital of \$100,000. Today this same company has a paid up capital of over a half million and carries a complete line of drugs and sundries, a large cigar and tobacco department and is operating a special department of candies, featuring as its leader the well known Johnston line. The largest clear and candy vault among the franchisers of Johnston's is located at the Harle-Haas building at 117 South Main street, Council Bluffs.

The first has 27 men traveling over Iowa, Nebraska, South Dakota, Wyoming, Colorado, northern Kansas and northern Missouri.

The officers are as follows: Willoughby Dye, president; Emmett Tinley, vice president; F. H. Garrett, general manager; T. J. Leary, secretary; and A. J. Fall, treasurer.

Even Job's patience might have given out if he had had to struggle with the dull scissors many women use. When buying, select the best you can possibly afford, never use them for anything but cloth, and have them sharpened when they need it; then smile as you cut.



Miss Philomena Conlati



Irene Van Daki



Miss Pat Welch



Madeline Meehan



Lucile Woodhall



Josephine Jelen



Mrs. John Kilmartin



Mrs. Ralph Hayward

Eighty Exhibitors Displaying More Than 200 Well-Known Products

Elizabeth Arden.
Manon Lescout.
Java Rice Poudre.
I. B. Kleinert.
Golliwog.
Chick-Chick.
Garden Wall.
Severem.
Fleur Celeste.
Bon Soir.
Lionette.
Djer Kiss.
J. Wiss & Sons.
Amolin.
Amami.
Karess.
Fiancee.
Harriett Hubbard Ayer.
Marinello.
Mavis.
Hudnut's Gardenia and Three Flowers.

E. Burnham.
Princess Pat.
Nymfaun.
Ever-Ready Razor.
Melba.
Lady Esther.
Luxor.
A. J. Krank.
Cutex.
S. E. Howard & Sons, brushes.
Ciro.
Pogo.
L'Oreal.
Winx.
Pert.
May Breath.
Van Ess.
Cleero.
Enoz.
Blue Rose.
Carmen Hair Net.

Gainsborough Powder Puffs.
Dr. West Toothbrush.
Carmen Products.
Miller Rubber.
Sempray-Juvenay.
Muhlen & Kropff 4711.
Sodiphene.
Dr. Turner's.
Day Dream.
Boncilla.
Mercirex.
Armand Products.
National Hair Goods.
Hygienol.
Aubry Sisters.
Le Jade.
Piver.
Fleur d'Amour.
Celluloid Co., by E. E. Bruce.
Lysol.

St. Ange.
Rigaud.
Mi Nena.
Pinaud.
Fan-Toi.
Arabian Toilet Goods.
Antoinette Donnelly.
Lemon Cocoa.
Lana Oil.
Mel Orose.
Norma Talmadge Powder and Rouge.
Kolorback.
Jap Rose.
Ideal Brushes.
Palmolive.
Service Hardwater Castile.
Del Gloria.
Nassau Sponge and Chamois.
Berry's Kremola.
Auto Strop Razor.

Popularity Contest Well Under Way as More Entries Are Made

The race is on. Twenty-two entries have been made in the Brandeis Store-Omaha Bee popularity contest. Individual shop-owners and organizations are showing interest in candidates and a spirited and friendly competition will decide who is Omaha's most popular woman.

The first prize, the Yellowstone National park trip, holds the fairy charm to all travel-lovers, and May 3 will decide who has been chosen to enjoy this privilege through thoughtful friends.

If your favorite is not entered, but her is. The opportunity is still open and new entries are welcomed.

The Visiting Nurse association is represented by Miss Hazel Drake. Mrs. Drake is welcomed every day into numerous homes.

Miss Madeline Meehan counts her friends by scores, and is expected to see her votes increase every day.

Miss Hazel Pennell is telephone operator at the Blackstone hotel. Miss Pennell's friends are enjoying this opportunity to vote for her.

Miss Agnes Singler is convention hostess of the Chamber of Commerce and polls a great vote from all of Omaha.

Mrs. P. J. Welch is the Catholic Daughters of America entry. She is one of the most active members of that body, having worked faithfully to make the tea room and other enterprises of this club a success.

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Miss Grace Baker when she was told she was mentioned in this contest and now she is looking to her friends. Miss Baker is one of Omaha's most youthful business women and early mornings finds her en route to her position at the Blackstone garage where she is secretary. Her spare time is spent in interest of the First Baptist church where she is president of the G. O. G. club.

Creighton athletic department is strong for Miss Philomena Conlati, daughter of Dr. and Mrs. Conlati. Miss Conlati was captain of the Creighton usherettes, the attractive group of young girls who gave the Creighton basketball ball games their prettiest touch this last season.

Central High school folks will find W. D. Earl, Ivory Clocks. Kotex. Wanow Shampoo Bags. J. W. Marrow. Cudahy Toilet Soaps. Oriental Cream. Gourou. Allah Incense. Fitch's Shampoos. Bouquet Des Amour. Caron.

their representative, Miss Irene Van Daki, on the list. Miss Van Daki is a daughter of Mr. and Mrs. Henry Van Daki, 121 North Fortieth street. She finds time from her studies to take part in athletic and club life and in the duties of St. Barnabas church.

The Nebraska Power Company Employees' association is eager to see Miss Lucille Woodhall claim the winning vote, for Miss Woodhall is president of the club. She is also an active member of the Eastern Star.

Mrs. Kilmartin is American Legion auxiliary entry, having organized this department of post-war work in Omaha.

Mrs. Muriel Cummins, a member of the Foster-Barker employees' club, is winning support from her friends.

From years of semi-invaldism, Miss Evelyn Houts, 2110 Davenport street, has gained strength to enter this race and to try to win this delightful trip.

All Are Enthusiastic. Mrs. Ralph Hayward is a member of the Benevolent and Patriotic Order of Doves, to whom her executive ability is well known.

Miss Agnes Lynch is the choice of the Western Union Telegraph employees, and is receiving eager support from her co-workers.

Miss Peggy Maher is the Merchants National bank employees' candidate and is also the center of interest of her friends of the Sacred Heart alumnae.

The American War Mothers will be interested in Mrs. M. W. Doherty. Mrs. Doherty is a member of the Royal Neighbors lodge and the auxiliary of the Woodmen of the World, as well as captain of the Foresters.

Miss Thelma Baler, Miss Agnes Cuppla, Miss Ruth Foran, Miss Josephine Jelen, Miss Anna Culklin and Miss Carrie Seymour are drawing their friends into concentrated votes.

Take your shopping sales slips and turn them into votes for your favorite at the drug department of the Brandeis store.

The count will begin Monday and daily bulletins will announce the standing of the candidates.

Under the chairmanship of Mr. Perry Bogardus, a group of Creighton college students opened the ballot box to the first count in the Brandeis Store-Omaha Bee popularity contest. Daily reports will be recorded on the bulletin board at the voting booth in the drug department of the Brandeis store.

Additional entries include, Miss Cecelia Feller, 111 South Thirty-third street; Miss Evelyn Houts, 2110 Davenport street; Miss Laura Redwick, 2417 Poppleton avenue; and Miss Marguerite Martenson, Rialto.

Others previously entered were: Miss Philomena Conlati, 1824 Binney street.

Mrs. P. J. Welch, 420 Lincoln boulevard.

Miss Thelma Baler, 4410 North Thirtieth street.

(Continued on Page Twelve—C.)

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Will exhibit at their Booth at the Brandeis-Omaha Bee Toilet Exposition their Latest Creations in

Parfums - Poudres - Rouges - Sachets - Eaux de Toilette - Eaux Vegetales - Savons - Talcs - Crèmes - Concentres - Sels pour Bain

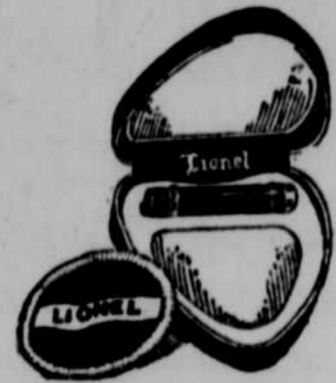


View Fashion's Latest Creations in Toilet Accessories at the LIONEL BOOTH

Here will be found a wonderful display of all the exquisite niceties in toilet preparations that appeal to the discriminating woman. LIONEL products offer not only the finest quality preparations known in the beautifying Art, but have clothed them in an atmosphere that stamps the user as a connoisseur of the finer things.



Linger a time at the LIONEL booth—see the new LIONEL heart Compact, a beautiful red heart-shaped box of leather-like texture containing lip stick, powder and lamb's wool puff; the new "Garden Wall," a unique Mah Jong prize, containing four domino shaped bottles of the famous Celeste-Aida Perfume; the famous Desti Beauty Products, The Severem de Jovoy and scores of other leaders known and loved by particular women everywhere.



Demonstrations---Lectures

Demonstrations and lectures regarding the use and application of LIONEL products will be given throughout the show. Liberal samples of LIONEL products will be given FREE to women visiting the LIONEL BOOTH.



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