



For the Daily Care of Your Skin You Need:

Elizabeth Arden—whose fashionable Salons in London, New York and Paris are thronged with distinguished women—writes:

"A woman is doomed to disappointment who expects a single preparation, one cream, to correct every fault of the skin. It is necessary to choose wisely a group of specialized preparations and use them faithfully, to supply the several needs of the skin and keep it healthy and lovely."

Elizabeth Arden

Ask at the toilet goods counter—or at the Elizabeth Arden Exhibit—for a copy of Elizabeth Arden's booklet "The Quest of the Beautiful." It outlines the correct care of the skin at home according to the famous Arden method.

Vaseline Cleansing Cream. Melts into the pores, dissolves and dislodges all impurities. Keeps the skin pure and soft. \$1, \$2, \$3.

Vaseline Arden Skin Tonic. Tones, firms and whitens the skin. Use with and after Cleansing Cream. \$1, \$2, \$3.

Vaseline Orange Skin Food. Neutralizes the skin and whitening cream. \$1, \$2, \$3.

Vaseline Special Astringent. Lifts and braces the muscles, corrects flabbiness and sagging. \$2.25, \$4.

Vaseline Pure Cream. Closes open pores, refines the coarsest skin. \$1, \$2, \$3.

The Brandeis Store-Omaha Bee Toilet Goods Exposition
April 28 to May 3

Parfumerie in France 150 Years of Age

Ten Acres of Land Occupied by Plant in France—Use 15 Million Bottles a Year for Perfume.

The year, 1924, marks the 150th anniversary of the House of L. T. Piver, which was established in 1774, and is today the largest parfumerie in France, both in quantity and variety of toiletries produced. The creations of the House of L. T. Piver are sold in every civilized country throughout the world, and all the products sold in the United States are not only created, but sealed and packed in France.

The main factory at Aubervilliers comprises an area of land and workshops more than four hectares (10 acres). This establishment alone produces a thousand different articles every minute.

The plant for the making of the powder is capable of manufacturing eight to 10 tons of face powder daily.

Over 15,000,000 small bottles are used yearly for essences, toilet waters and vegetables. In addition to this, one of their perfume crests alone actually produces 6,000,000 quarts annually of lotions and Eau de Cologne, for bulk purposes, being put up in pint and quart bottles. This Eau de Cologne is so immense that in case of need the production could easily be doubled.

In 1913 the factory emptied a 100 quart alcohol pipe in 22 minutes, while six pipes of alcohol of the same contents now are emptied in 15 minutes.

The personnel at Aubervilliers alone is over 1,500 people. From 1823, when the first exposition was opened in France at the Louvre, up to 1923, date of the exposition at Strasbourg, the establishment of L. T. Piver, in addition to all honorary diplomas and gold medals, which have been awarded to them, have been 14 times beyond competition or member of the jury and have been awarded six times the Grand Prix, for their manufactured products as well as their raw materials.

Ideals and Ideas in Making Soap Secret of Growth

Nearly 40 years ago, in a shop about the size of the average executive's private office, there was started a business that was destined to occupy a most remarkable position in its field.

An idea—and an ideal—with nothing much to back it up but a tremendous amount of ambition, perseverance and determination, has been persevering years until, today, the products of this company enjoy a nationwide reputation and sale. Graham Brothers Soap company was established 39 years ago. It was founded upon the belief that it was

possible to make a high quality toilet soap and sell it at a reasonable—no, honest—price.

Upon that foundation has been erected a business that ranks second in none west of the Allegheny mountains—a business that has pioneered in the development and the exclusive manufacture of high grade toilet soaps.

One has only to lay a few minutes with A. F. Burrows, president of the company, to understand the secret of the success which has been achieved. For Mr. Burrows is ever on the alert—aggressive, active, a hard worker who has set a big goal and is determined to make it.

"We have always played fair with those who sell our products, and with the millions who buy them," said Mr. Burrows. In a recent conversation, "Never have we for a moment entertained a thought of lowering our qual-

ity in order to make larger profits even through cost increase. "Some of the country's most highly skilled chemists and soap makers de-



MAY ALLISON

Film Star Says:

"At last—a large perfect hat that beautifies my hair and outlasts any I have ever worn. And the wonderful convenience of getting them by the dozen in a beautiful Bouclier Box is made doubly attractive by seeing \$1.50 on each dozen I buy. I always have a Bouclier Box of National Hair Nets."

National Hair Nets

ARE BEST BECAUSE they are made from soft, lustrous, fine quality human hair—they are made by hand—they are thoroughly sterilized—they come quickly packed in 12 sets in a carrying compact Bouclier box, with each set separately enclosed in a dust-proof tissue paper.

PRICES Regular Shades: Box of 12 - 98c Box of 6 - 48c This and Clear Shades slightly higher in price.

At Naton Department Special Display on Eighth

For a Perfect Complexion - CARMEN



Beautiful women everywhere proclaim Carmen as the Perfect Complexion Powder. It is distinctly different and decidedly better than other powders because it is so fine and delicately tinted that it blends exquisitely with the skin. The result is that smooth, velvety texture for which every woman strives but fails to accomplish with inferior powders.

Carmen is delightfully delicate—allegorically perfumed and so evenly tinted that it never gives the skin that artificial "spotted" appearance.

Women who use Carmen need no creams or lotions as a base, because the powder is so very "athalidic" that it naturally adheres to the skin.



Regular Price 50c

39c Special Price 6 Day Sale

10c BOX FREE

May Breath

To give the breath Spring odors

May Breath is a mild antiseptic mouth wash in candy tablet form. It is carried in vest pockets or the lady's bag. It instantly kills all offensive breath odors, whether they arise in mouth or the stomach. In the stomach it also acts as an aid to digestion.

Bad odors arise from cigars or cigarettes, from decaying foods, from stomach disorders, from certain foods and drinks. They destroy all charm. They make contact an offense, yet the offender rarely knows it. Whenever you meet people eat a May Breath tablet. Be sure that the breath is right.

Kill all offensive odors, and substitute the odor of spring. Cut out this offer and present it at our store. We will give free a 10-cent box of May Breath—the pocket size. It involves no obligation whatever. This box of May Breath is our gift to you.

ONE BOX FREE

A 10-cent box May Breath—this week only—at our drug department. Main Floor. Simply Present Coupon. Adults only—One box to a family.

Name _____

The Secret of Her Charm
—a skin satiny smooth, always fresh, always lovely.
You, too, should know the secret of a skin that is always young and beautiful.
Sem-pray Jo-ve-nay, the dainty almond-scented pink complexion cake, will do wonders for your skin.

SEM-PRAY JO-VE-NAY

used daily as a cleanser and powder base, will keep the skin velvety smooth and clear.

When you motor, use Sem-pray Jo-ve-nay as a powder base and after your trip as a cleanser and your skin will not show the effects of wind and dust.

Be sure to visit the Sem-pray booth during the Brandeis-Omaha Bee Drug and Toilet Goods Exposition. Special offer on Sem-pray Powder during Exposition. Sem-pray Jo-ve-nay Co., Grand Rapids, Mich.

BLUE ROSE TOILET PREPARATIONS

The enduring sweetness and elusive quality of Blue Rose fragrance surrounds the woman who uses it with an atmosphere of refinement. Her friends come, in time, to associate her with everything that is dainty and exquisite. Its lingering charm seems to breathe the very soul of rare roses—not something artificial, but a fragrance so delightfully different that it possesses an individuality all its own.

A complete range of toilette requisites may be had, nicely scented with the Blue Rose fragrance.

As a guarantee of quality see that every package bears the name *Blue Rose*.

Present this coupon, filled in, at the Blue Rose Booth of the Brandeis-Omaha Bee Toilet Goods Exposition, on the eighth floor of J. L. Brandeis & Sons Department Store and you will receive one cake of Acquaintance size Blue Rose Bath Soap FREE.

Name _____
Address _____

KARESS

A group of toilet specialties to serve the well groomed. Creations designed to meet the most exacting taste. Their selection in itself an expression of good judgment.

The individuality and refinement of the package will be appreciated upon inspection—and a test of its contents will disclose a superior value.

Karess Perfume—A fascinating creation of the French bouquet type. It possesses a rare delicacy and sweetness and is always a welcome gift. Put up in a container of French Crystal.

Karess Toilet Water—Possessing the characteristics that are responsible for the vogue of Karess Perfume, Karess Toilet Water is a necessary adjunct of the smart toilette. A spray of this charming creation upon face and hands is delightfully refreshing.

Karess Vanishing Cream—A perfect base for Karess face powder, making the skin soft and velvety and less susceptible to perspiration.

Visit Our Booth

WOODWORTH, Inc.
NEW YORK PARIS



Josie A. Wanous' Pure Herb Shampoo

Cleanses the hair, removes dandruff, tones the scalp, stops falling hair and promotes its growth; imparts more luster and beauty than any other shampoo.

GOOD IN HARD WATER
Call at Our Booth For Valuable Coupon

HARLE-HAAS Co.

Council Bluffs, Iowa

Wholesale Druggists

Sundries
Candies
Cigars

At the Brandeis Store-Omaha Bee Drug and Toilet Goods Exposition.

- Among the Lines Featured Are:
- Johnston's "Appreciated" Candies
 - AnSCO Photographic Supplies
 - Miller's Rubber Goods
 - R. J. Reach & Co. Sporting Goods
 - Wm. De Muth & Co. Pipes
 - Muriel Cigars
 - Cleveland Fruits and Syrups
 - Stanley H. Knight Soda Fountains
 - Star-Rite Electrical Appliances

From the Beauty Marts of the World-- TO YOU!



From lands where feminine beauty is a tradition and a fact, lands rich in mysterious tales of romance and intrigue woven always around beautiful women, come the secrets, too, of these exquisite Arabian toilet preparations. The marvelous lotions, essential oils, famous distilled essences, fragrant odors, seem almost miraculously blended and imprisoned in these dainty jars and bottles.

Every Arabian toilet preparation meets a definite need in Milady's pursuit of loveliness. Each one is a scientific combination of the most famous oils and lotions, compounded for a definite purpose under the direction of one of the country's foremost cosmeticians. Each one, too, is unsurpassed in purity and excellence.

No Finer Toilet Preparations Are Made Than ARABIAN

Every article under the name Arabian is absolutely guaranteed. There are over sixty in all, including perfumes and toilet waters in exquisite fragrances.

Arabian
Toilet Goods Co.
Visit Our Booth

RIGAUD'S Talcum
Fragrant with Parfum MARY GARDEN
Nothing is more welcome, after your morning or evening tub, than a "shower" with Rigaud's Talcum. It is silken smooth; delicately and beautifully scented. When heat and perspiration have irritated the skin, Rigaud's Talcum exquisitely fragrant with Parfum Mary Garden, brings cooling, soothing relief.

RIGAUD'S Face Powder and Rouge
Fragrant with Parfum MARY GARDEN
Rigaud's Rouge imparts a delicate rose-petal loveliness to cheeks and tips of ears. Rigaud's Face Powder is compounded of French ingredients—pure and fine. Both Rouge and Face Powder are delicately scented with Parfum Mary Garden.

RIGAUD'S Cold Cream Tissue Cream Vanishing Cream
Fragrant with Parfum MARY GARDEN
The Cold Cream, applied at night or after train and auto travel, thoroughly cleanses dust-clogged pores. The Tissue Cream should be briskly patted into your skin—for building firm tissues and fine textured skin. The Vanishing Cream provides the ideal base for your powder. Each is lovely with Parfum Mary Garden.

RIGAUD'S Un Air Embaume Double Compact
Fragrant with Parfum MARY GARDEN
A charming box with two entirely separate compartments; each provided with mirror and puff; one for Face Powder, the other for Rouge, and both ineffably lovely with Rigaud's Un Air Embaume—that indefinable aura which betokens the presence of beautiful

PARFUMERIE RIGAUD, 16 Rue de la Paix, Paris, France
GEO. BORGFELDT & CO., 111-119 East 16th Street, New York

Visit Our Booth
The renowned quality of all Rigaud's Aids to Your Loveliness merits your special insistence on Rigaud's Products whenever you buy toilet articles.