

## PERT ROUGE



**Pert**  
The Waterproof Rouge

A rouge that will not rub off. One application lasts all day or all evening. Must be removed with cold cream or soap and water. You will be delighted with the naturalness of PERT.

Two shades, light and dark. Price.....69c

Visit Our Display at Our Booth

### A Smooth, Satiny Skin

always fresh and lovely



You will find the secret of a beautiful skin in

## SEM-PRAY JO-VE-NAY

the fragrant skin cleanser in dainty almond scented pink cake form.

Use daily as a cleanser. Sem-pray Jo-ve-nay will keep the skin velvety smooth and clear, without an appearance of oil or shine.

Sem-pray Jo-ve-nay Co.  
Grand Rapids, Mich.

# The Brandeis Store-Omaha Bee Toilet Goods Exposition

## April 28 to May 3

### The "Modern" Art of Making Up

Eve's daughters they call us—women. Fashions have changed a thousand times since the eventful day when the gate of the Garden of Eden changed for the last time behind Eve, but human nature is precisely the same.

Poor, much-abused Eve, she bequeathed to us—her daughters—her overwhelming curiosity and no doubt our inherent feminine longing for beauty. One can picture her scanning with pleasure at the approach of Tantalus.

The hand that held the mirror, and its more industrious mate, daffily applying the beauty aids of ancient Egypt, were weighted with rings, one on the thumb and one or two on each finger. Some of gold, carved with odd devices—others set with the fashionable jewels of those days. And encircling the wrists—bracelets, perhaps composed of gold links with pendant golden ornaments in the shape of little figures of the gods, animals, plants and instruments, or in the form of serpents. Armlets of the same metal and in the same form adorned the arm between the elbow and the shoulder, and there were hoops of gold to set off the charm of a slim ankle.

Eve's partiality to snakes was a pronounced trait of her Egyptian daughter, and even in 1924 is not extinct. One of the emblems of the Egyptian royalty was the asp—that venomous little serpent by means of which Cleopatra poisoned herself after the defeat of her lover, Marc Anthony, by the Roman emperor, and a great many of the Egyptian women's ornaments were fashioned in the shape of serpents.

When Miss Egypt lowered the angle of her mirror she saw a dusky throat encircled with a string of beads, and a length of gold chain with a scarabaeus in some precious stone—agate, cornelian, amethyst or lapis lazuli (a blue enamel) dangling at the end.

On the elaborate table which held her cosmetics was an array of toilet accessories which would vie favorably with those of a modern girl. It held jars of ointment and pomade made often from olive and almond oils—perfumed so exquisitely and so effectively the same of the ointment found in the tombs retains its odor to this day—3,000 years or more after its preparation. Also that table held pots and tubs containing rouge and kohl—the latter a mixture made from black oxide of manganese or the black powder of burnt almonds, and little vessels containing henna—no, Miss Egypt didn't attempt to change her blue-black tresses in an autumn hue—the henna was used to stain the nails of her fingers and toes a reddish yellow. But sometimes she did use "extra hair," and attained elaborate coiffures by plaiting locks of goats' hair with her own. A few of the flappers of that age bobbed their tresses and cultivated masses of short curls. How, the explorers don't tell us. But the explorers are all men, so perhaps they wouldn't recognize a curling iron if they found one.

Many of the kohl bottles have been found in the tombs, together with the kohl used for applying the moistened powder. The former are of various materials, usually stone, wood or pottery; sometimes of four or five separate cells, each of which apparently contained a mixture differing slightly in quality and hue from that in the others. Many are simple round tubes or small boxes, and some are ornamented with the figures of an ape or monkey, supposed to assist by holding the bottle between his arms while the lady dipped into it the pin with which she painted her eyes.

The heat and glare of the sun of ancient Egypt caused diseases of the eyes, so perhaps this accounts for the Jewish way in which the women of the Nile made up their lids and lashes. The eyelids were smeared with medicated ointment and powdered medicine was then laid on them. Different kinds of eye paint were used according to the season of the year, but it was necessary to anoint the eyelids with one kind of ointment daily.

Roughnesses of the skin were treated by rubbing with a piece of stone

one and a half to two and a half inches in diameter, or drops in the form of the Egyptian beetle known as scarabaeus, showed below two cork screw curls devised from the short hair growing just above the ears.

Cheeks glowing with rouge, and lips touched with scarlet—

Such a face probably brightened with pleasure at the approach of Tantalus.

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not unlike our potato stove, and small basins—probably gray basins—were extracted with tweezers.

The heat and scorching winds from the south made careful attention to the skin absolutely necessary, and the sweetly scented pomades and oils favored by the Egyptian women of fashion, usually imported from the east—India, Arabia and the Orient—were used to anoint the entire body, as well as the face.

The importance attached to the artificial beautifying of the body in those days is proved by the fact that after embalmment the faces of the women of high rank were usually rouged, and the eyelids and eyebrows painted with antimony.

The coiffure of that day was achieved by means of a double wooden comb, about four inches long—one side having large and the other small teeth. In dressing the hair the braids

were either left loose or, more usually, two or three braids were fastened together at the extremity by a wooden stick.

Fans and mirrors were carried by all Egyptian women who aspired to social position.

In the daughters of Eve who lived in Egypt 3,000 years ago were not unlike those who laugh and gossip and spend anxious moments in front of their mirrors in this country today. "Mildly beautiful," the *Martinet* Magazine.

### The Fur Supply

Canada and Siberia are still the sources of fur supply, yet every state in our country contributes to the total. Germany and Russia were once the fur markets of the world. Today the center of the trade has shifted to the new world. Montreal, New York, Chicago and St. Louis set the prices today. The trapping season lasts from about November 1 to March 1. There are still a good many foxes, mink, raccoons, skunks and other animals taken in the eastern states. The muskrat just a few years ago was found in every slough and frog pond, but today not one-fifth as many are taken as even five years ago. The marshes of New Jersey and Maryland yielded thousands annually. They still yield an annual quota, but it is far less than formerly.

Banded handkerchief wrappings to match one's banded purse now claim

our consideration. Cotton or rayon shirts are well off by three weeks, which can account for the leading price and then add a harmonious note to the costume.



## ARMAND VANISHING CREAM AND COLD CREAM

are the sure foundation upon which to build beauty of the complexion and health of the skin.

Cleansed, softened, stimulated by Armand Cold Cream—refined and protected by Armand Vanishing Cream—

The skin at once responds with unexpected new beauties of texture and coloring.

Jars, 50 cents.  
Tubes, 25 cents.

## The MARINELLO Girl



is certainly kept busy by the ladies from out of town and in town, who are visiting the Brandeis-Omaha Bee Toilet and Drug Exposition.

She is here to tell you frankly how to care for the skin, how to properly apply cosmetics and what to do (as well as what not to do) if you wish to be well-groomed.

The Marinello Girl has answered thousands of questions and cordially invites you to come with yours.

MARINELLO BOOTH—8th Floor.

Miss Egypt of 3,000 years ago, the explorers tell us, paid almost more attention to her personal charms than did such famous beauties as Madame de Pompadour and Marie Antoinette.

The girl who lived by the banks of the Nile centuries ago gazed at herself in a round mirror of polished copper, powdering her nose on the top of a hus.

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## Boncilla

A Great Beauty Value

Because of the remarkable results it gives—its reasonable price, this Boncilla has become the greatest beauty value of the age.

Comprises the complete "Boncilla" method" which the manufacturers guarantee to do these definite things for the face, or money refunded.

1. Clears the complexion and gives it color.
2. Closes enlarged pores.
3. Removes blackheads and pimples.
4. Lifts out the lines.
5. Rebuilds drooping facial tissues.
6. Makes the skin soft and velvety.

SPECIAL DEMONSTRATION

Now going on in our 8 to 9 o'clock demonstration and have been amazed at the real, natural complexion beauty that Boncilla bestows. See this demonstration at once and learn how easy you may have that complexion you have been wishing for.

## HYGIENOL Powder Puff

ALL LAMB'S WOOL—STERILIZED—WASHABLE

HYGIENOL Powder Puffs are pure lamb's wool through and through—without padding or any form of make-believe. They come out of the wash just as soft and fluffy as when new. Even after long use they do not flatten down or lose their remarkable ability to hold powder.

So far as we know Hygienol Puffs are the only puffs made complete under one roof under continuous supervision. In our modern daylight plant we manufacture our own plush, cut and sew it, and pack and sterilize the puffs. We know that every bit of material and workmanship in Hygienol Puffs is the finest, and that every puff is absolutely clean.

Every Hygienol Puff is twice sterilized before it is packed in the sanitary glassine envelope in which it reaches the consumer, so that the woman who uses it can be certain that it is free from contamination of any sort.

### MAURICE LEVY

Hygienol Building, 120 West 41st St., New York City

## Hygienol Powder Puff

All Lamb's Wool—Sterilized—Washable




## 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

# Youth Blooms Again at Luxor's Touch



THERE are beautiful women whom Time touches to make only more beautiful. The years carry no lessening of their loveliness.

How simple their secret! They have but learned the truth—that beauty must be brought out from within—that it cannot be put on mask-like.

To those thus wise in beauty's lore, LUXOR COMPLEXION POWDER has been a gift beyond price. For Luxor aids Nature in revealing your hidden beauty.


LUXOR COMPLEXION POWDER makes possible the velvety skin of youth. It was never intended to supply a mask. It cannot mix with perspiration, cannot become pasty.

Instead, its feathery, fine-bolted softness clings to the face—produces that even, natural texture that makes youth so beautiful.

For every need there is a Luxor Requisite of equal worth—rouges, creams, perfumes, specialties. Sold everywhere.

Call at our booth for the story "Luxor, Yesterday and Today"

LUXOR, Limited  
PERFUMERS  
Paris Chicago New York



TOILET REQUISITES OF ENDURING CHARM

## Antoniella Bonnelly

### Lovely Skin SOAP

Creams as it cleans  
Contains cold cream

At Our Booth

## GRAHAM'S Lemon Cocoa

HARDWATER SOAP

Cleanses Lather



### AMAMI BRILLIANTINE

is a favorite in Europe. Scarcely a well-groomed man or woman there who does not count Brilliantine a necessity in dressing the hair.

Per bottle 50c.  
Call at Our Booth



## WISS SHEARS AND SCISSORS

Continuing the Sale of Guaranteed

CUTTING EDGES of the finest cutlery steel and perfect adjustment are features of these famous shears and scissors. They last a life time.

Household Shears	\$1.20 up
Dressmaking Shears	1.40 up
Sewing Scissors	.25 up
Embroidery Scissors	.90 up
Manicure Scissors	1.00 up
Nail and Pedicure Sc.	.90 up

ASK FOR OUR FREE BOOK ON HAIR

Interesting facts on hair and how to take care of it. Fully told in this book. Just the information you want if your hair needs help.

See the Kolor-Bak Display at Our Booth

### Hygienic Laboratories

3334-3336 W. 38th St., Dept. 975  
Chicago, Ill.



## KOLORBAK

Restores gray hair to original color—removes dandruff—stops falling of hair and itching scalp.

Kolor-Bak is a clean, colorless liquid, as pleasant and easy to use as water. An aid to Nature—a tonic which puts hair and scalp in a healthy condition. Why continue to have gray hair when Kolor-Bak works such wonders? Just a few applications will show you that it is possible to bring back the youthful appearance of your hair and to keep it in perfect condition.

## ROYAL THERMIC BOTTLES AND JUGS

One for Every Demand

For Winter or Summer, for all out-door occasions. For the motorist, the picnic, the hike, the emergency. Keeps liquids or foods hot in cold weather. Keeps liquids, salads, fees cold in hot weather.

A boon to humanity. An essential to the household.



## Boylan - Lindstrom Sales Co., Kansas City

## See.....

### The Largest Bar of Soap in the World

# BRANDEIS COCOA HARDWATER SOAP

Manufactured especially for the Brandeis Store—Omaha Bee Toilet Goods Exposition.

Call and inspect it and place a guess as to its weight.

Made by the Cudahy Packing Co., Soap Dept.

Est. 1868 Inc. 1912  
Does Quality Count With You?

## W. D. Earl & Co.

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

20 Years' Experience Making Fine Goods

### IVORY GOODS

Leominster, Mass., U. S. A.

History of the Above Firm

The oldest celluloid manufacturer in the city of Leominster, Mass., still doing business with any of the original members or descendants active in business. Commencing in 1869 and manufacturing throughout our entire high-grade products since.

"Earl" products are known throughout the United States and Canada as goods of quality.

## KOTEX

### A Ready-Wrapped Package Waiting for You

You can buy Kotex at our store without asking a question.

We keep a supply of packages, ready-wrapped in plain paper, on a convenient counter. A sign will direct you and announce price.

Pay the clerk, pick up your package—(Price can be returned later) that's all.

This easy way to supply your needs without embarrassment makes our store Kotex headquarters.

Kotex comes in sealed packages of 12. Two packages—regular and super. The sign will show the size you prefer.

## "Service" Hardwater Castile

A serviceable soap that will soften the hardest of waters and make it usable for toilet needs.

### Del Gloria

Olive Oil Soaps are preferable for many uses and we never hesitate to recommend this brand to those desiring a first class product at a reasonable cost.