

The Brandeis Store-Omaha Bee Toilet Goods Exposition

April 28 to May 3

WHAT BEAUTIFUL WOMEN HAVE DISCOVERED

They Realize the Necessity of Daily Applying Four Face Creams to Preserve and Improve Cleanness, Beauty and Softness of Skin.

NOW THESE FOUR ESSENTIAL CREAMS ARE COMBINED IN ONE

At the Brandeis-Omaha Bee Drug and Toilet exposition one exhibitor in

particular is showing every woman who visits its booth the secret of beauty discovered and faithfully practiced by America's most beautiful women. This marvelous method requires only a few moments time.

My lady has found that to improve and preserve the beauty of her skin she must daily give it the distinct benefits of four different kinds of treatments. It must have a cleanser, a skin food, an astringent and a powder base. To neglect this care is fatal to the skin.

Through a remarkable scientific method one cream—Lady Esther Four-Purpose Face Cream—blends correctly the important ingredients of these four absolutely essential creams. Now, instead of spending at least \$2 for four small jars of four different creams, you pay only 50 cents for Lady Esther Four-Purpose Face Cream. Instead of losing time daily in applying four different creams, you apply Lady Esther Four-Purpose Face Cream only once and save three operations. Because its ingredients are blended scientifically correct, Lady Esther Four-Purpose Face Cream protects my lady from the danger of using four creams that might combat each other and harm her delicate skin.

When you visit the Lady Esther booth at the exposition, examine Lady Esther Four-Purpose Face Cream. Note its fluffy, whipped cream consistency. This is what enables it to instantly and thoroughly penetrate and completely cleanse every pore of the skin. Then the delicate astringent action of Lady Esther Cream closes the pores to their normal size, thus charmingly refining the skin. The wonderful tonic qualities of Lady Esther Four-Purpose

Face Cream then nourish the tiny skin muscles and rebuild the broken-down tissues. Soon dead skin afflictions disappear. In their stead comes a delicate, creamy complexion and a skin of silken texture—fresh, clear, firm—radiating vitality and charm. After Lady Esther is removed you will be delighted by the absence of the usual greasy film. Yet there is a perfect foundation to which powder adheres evenly and smoothly for hours longer than expected.

Every woman owes it to herself to visit the exposition, and to make it a point to go directly to the Lady Esther exhibit on the eighth floor.

one right method of brushing the teeth properly. The brush is made to brush the teeth inside, outside and between.

From La Belle France

A product that is created, sealed and packed in France is that distributed by Roger & Gallet Co. of New York City. This company has become known as artist perfumers, who make every effort to make perfume, powder or sachet for certain types. Certain types of women should use more vivid perfumes than others, these specialists say, and so fragrance has been chosen carefully.

Beauty Spots

Pancake Powder Puffs.

Powder puffs as large as a good-sized pancake are on display at the Gainsborough powder puff and Gainsborough hair net booth. The puffs in delicate colors are made of material as soft and downy as the wool of young lambs. The best part is that they can be washed and come out as soft as new.

The Gainsborough hair nets on display are of both cap and fringed shape. They are made to suit any head of hair arranged in any fashion. Full directions for adjusting the nets are given at the booth and in pamphlets.

The same company that distributes the hair nets and powder puffs has the Dr. West Tooth Brush as another product. Dental science worked out this new tooth brush that gives the

Cutting Cuticle

No longer necessary. Remove it quickly and harmlessly with

MARROW'S CUTICLE OIL

Makes cuticle smooth and even. Keeps it soft and healthy. Heals hangnails and split cuticles.

It's the one that does it!

You'll surely want a box of Poudre Nymfaun for home use. Its faint, delicious perfume brings dreams of southern France. Its rare consistency gives a soft, velvety finish to your skin. It adheres for hours. A fresh, new lambwool puff comes with each box. And such a delightful box! Around its side a nymph and faun in merry dance amid trailing vines of gold. Price \$1.50 (with puff).



ROGER & GALLET

Artist-perfumers of Paris

See Our Booth at the Exposition.

THEIR collection of fragrances is incomparable for its perfection and its variety, and is offered in the greatest assortment of the choicest toilet articles, such as Extracts, Powders, Soaps, Toilet Waters, Creams, Dentifrices, etc.



It amply affords the Woman of Fashion the choice of the refreshing perfume she puts on in the morning, the more pronounced she prefers for the afternoon or the evening's social events, and also the reposable one she will choose at night.

When asked if there is a typical perfume for a woman from which she may not depart Roger & Gallet have always answered "Decidedly NO!" for FRAGRANCE is to the senses what color is to the eye: the emotional reaction of Beauty upon our intellect—a sensation of pleasure and happiness! This subject, as well as many other very interesting ones regarding perfumery have been summed up by Roger & Gallet in an elaborate little booklet, their new Guide to Parisian Toilet Specialties "Fashions in Fragrance," which will be supplied upon request.

Other Delightful Creations

PEAU D'ESPAGNE, INDIAN HAY BOUQUET DES AMOUR Etc., Etc.


which have been known to discriminating American women for many years

VIOLETTE DE PARME (The sky-blue Violet of Italy)

VERA VIOLETTA (The dark-blue Violet of Italy)

VIOLETTE MERVEILLE

Relax in Violet! The soothing qualities of the flower, the mildness and the freshness of its fragrance make it the incomparable perfume in which to enfold yourself at night



American Sales Headquarters, New York

FREE!

A Big Shopping Bag

With your purchase of Famous JAP ROSE Transparent Soap

For Shampooing, Complexion and Bath

Get Coupon at Jap Rose Booth




Well Groomed Hands Your Loveliest Charm

The most carefully groomed person will lose the effect of smart appearance unless each nail is beautifully shaped and has that soft nail rim that perfect manicuring calls for.

In order to secure the utmost in hand charm each step must be carefully taken care of by just the proper shaping instruments and the proper solution and polishes.

The Cutex manicuring outfit gives you every requirement for the perfect care of your hands from the preliminary shaping of nails with Cutex Emory Boards to the rose pearl lustre with Cutex Powder polish. The articles are sold separately at 35c each or in sets ranging in price from 60c to \$3.



You can secure free of charge a Cutex manicure in the Cutex booth at the Brandeis Store-Omaha Bee Toilet Goods and Drug Exposition.

ENOZ KILLS MOTHS WILL NOT STAIN

ENOZ renders material moth resistant. It destroys every vestige of moth life. Use ENOZ when you pack away your heavy clothing; spray your furs, rugs, carpets, upholstered furniture, etc. Spray the closets and the hanging garments.

Use ENOZ before it's too late

Pints Quarts Sprayers

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—absolutely perfumed and so evenly tinted that it never gives the skin that artificial spotted appearance.

Women who use Carmen need no cream or lotion as a base, because the powder is so very light that it adheres to the skin, but it adheres naturally to the skin.



Regular Price 50c


39c Special Price 6 Day Sale

A MOUTHWASH With a Clean and Invigorating Taste

Sodiphene

"First Aid for the Family"

More Than an Antiseptic—a Germicide



For the Daily Care of Your Skin You Need:

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

Vaseline Astringent Skin Tonic. Tones, firms and whitens the skin. Use with and after Vaseline Cleansing Cream. \$2, \$3, \$4.

Vaseline Orange Skin Food. Nourishes the skin and underlies tissues. Fills out lines, complexion soft wrinkles. \$1, \$1.75, \$2.75, \$4.25.

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, \$2.50.

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 simple 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's Arden's booklet "The Quest of the Beautiful." It outlines the correct care of the skin at home according to the famous Arden method.

A. BOURJOIS & CO., Inc.

Fabrique de Parfums NEW YORK United States Office


POUDRE JAVA

that exquisite importation in many shades and delicate odors.

A face powder with individuality for milady's toilette.

In White Naturelle Rose Rachel

Including the Famous New Shades Peaches and Peaches and Cream.



Necessities for the Toilet

Essentials for Skin Health & Facial Beauty

THE first law in Beauty Culture requires a scientific cleansing of the facial skin at regular intervals. The second, demands scientific nourishment of the tissues.

Save today to use

BURNHAM CUCUMBER CREAM for cleansing. Price 60c and \$1.20

BURNHAM SKIN REJUVENATOR for massage. Price \$1.20

The rest of the six essentials which comprise the famous Burnham "Home Treatment" are

Jasmin Cream Price 60c

Aromatic Astringent Lotion Price \$1.20

Tone and softener Price \$1.20

Jacque Rose Petals

A cold cream rouge Price 50c in tubes

Powderless Face Powder

Invincible yet highly adhesive Price \$1.20

Obtainable at leading Department Stores, Drug Stores and Beauty Shops.

All are in constant professional use at Burnham's—world's largest beauty establishment—and at most successful Beauty Shops.

E. BURNHAM, Inc. (Established 1871) Chicago 55 years' reputation to guide you.



FREE A 10c Box of May Breath

May Breath is a mild antiseptic mouth wash put into candy tablet form.

It is a breath deodorant. It substitutes for bad odors the odor of spring.

Carry with you—in your pocket or your bag. Whenever you meet people eat a May Breath tablet, and you know that your breath is right.

Bad breath is a very grave social offense, yet offenders rarely know it. However it happens it destroys all charm. No beauty, no enticement overcomes it.

Cut out this offer—present it at our store. We will give you for it a 10-cent box of May Breath, without obligation.

ONE BOX FREE

A 10-cent box May Breath—this week only—at Our Booth, Eighth Floor.


Simply Present Coupon Adults only—One box to a family.

Name.....

The Secret of Beautiful Women

To Always Keep Your Skin Healthy, Brilliant, Smooth, It Daily Requires Four Creams.

A Cleanser—a Skin Food—an Astringent—a Powder Base. But to daily apply four separate Creams



Now You, Too, Can Have a Complexion as Beautiful as Mine. requires much time, effort, money.

Through a remarkable discovery we are able to scientifically blend the essential ingredients of these four Creams into One perfect Cream—Lady Esther Four-Purpose Cream. Each application does the work of those four Creams.

Now you can avoid the danger of using four Creams that combat each other and harm your skin. "Stiff" cleansing Creams cleanse the surface only. Dead skin afflictions follow clogged pores.

Note the fluffy, whipped cream consistency of Lady Esther. This enables it to instantly penetrate and cleanse every pore. Blackheads, whiteheads, pimples disappear. Then the delicate Astringent Action of Lady Esther closes them to their normal size, delicately refining the skin. Now the remarkable tonic qualities of Lady Esther quickly rejuvenate the tiny skin muscles and rebuild the tissues—paralyzed and withered by "stiff" cleansers. Soon saggy, loose skin, lines and wrinkles, sallowness, dryness, excess oil and other horrid afflictions vanish entirely. In their stead come a delicate, creamy complexion and a skin of silken texture—fresh, clear, firm, charming.

Note the pleasing appearance of the usual greasy film after you remove Lady Esther. Yet it affords a perfect Powder foundation.

For sale by J. I. Brandeis & Sons. See our display at the exposition.

Richard Hudnut's Three Flower Toiletries



Three Flowers Face Powder Price 75c

Every item in the Three Flowers line is the best that quality materials, skilled workmanship, extensive research and vast experience can possibly make it.

The soft, clinging powders, the luxurious creams, the lasting, fragrant toilet water and extracts, and every other Three Flower article has a distinct appeal to the dainty woman of perfect taste, this is proven by the thousands of sales of these preparations in the highest type of retail stores.

Created by the master house of perfumery, the Richard Hudnut establishment.



Extract...\$1.00, \$2.50, \$4.00
Toilet Water.....\$1.50
Vanishing Cream.....50c
Face Powder.....75c
Compact Powder.....50c
Compact Rouge.....50c
New Double Vanity.....\$1.50
Talcum.....35c, 50c
Sachet, oz.....\$1.00