hose fashionable New York and Paris are thronged with distinguished women-

"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."

or the Daily Care of Your Skin You Need:

tolges all impurities. Keeps the

Venetian Orange Skin Food.

as nod wrinkles, \$1, \$1.78, Lifts and braces the muscles,

Venetian Pare Cream. Closes open porce, refines the coarsest skin. \$1, \$2.50.

Elizabeth Arden

A. BOURJOIS & CO., Inc.

Fabrique de Parfums NEW YORK United States Office

OUDRE JAVA, that exquisite importation in many shades and delicate odors.

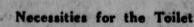
A face powder with individuality for milady's toilette.

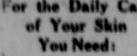
In White

Naturelle

Rose Rachel }

Including the Famous New Shades Peaches and Peaches and Cream.





corrects flabbiness and sagging.



Cssentials for Skin Health & Tacial Beauty

BURNHAM SKIN REJUVENATOR for massage. Price \$1.20



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 Clearness, Beauty and Softness of Shin.

OW THESE FOUR ESSENTIAL

At the Brandels-Omaha Bee Drug

wder base. To neglect this care is

Through a remarkable scientific cream-Lady Esther Four-Purpose Face Cream correctly the important ingredients of those 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 Esther Four-Purpose Face Instead of losing time daily in applying four different creams, you in applying four different creams, you delicate colors are made of material apply Lady Esther Four-Purpose Face as soft and downy as the wool of ream only once and save three oprations. Because its ingredients are they can be washed and come out as Four-Purpose Face Cream rotects my lady from the danger of using four creams that might combat each other and harm her delicate

booth at the exposition, examine Lady Esther Four-Purpose Face Cream. Note its fluffy, whipped cream consistency. This is what en-ables 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 nor mal size, thus charmingly refining the skin. The wonderful tonic quali-ties of Lady Esther Four-Purpose

A 10c Box of May Breath

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

It is a breath deodorant. It sub-stitutes for bad odors the edor 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 of enders rarely know it. However it happens it destroys all charm. No beauty, no enticement overcomes it.

ONE BOX FREE

The Secret of

ant, Smooth, It I juires Four Crear A Cleanser—a Skin Food—an Astringent—a Powder Base. But to daily apply four separate Creams



Now You, Too, Can Have a Com-plexion 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

Now you can avoid the danger of using four Creams that combat each other and harm your skin. "Stiff" cleansing Creams cleanse the sur-face only. Dread skin afflictions fol-

Note the flutty, whipped cream consistency of Lady Esther. This enables t to instantly penetrate and cleanse every pore. Blackheads, whiteheads. pimples disappear. Then the delicate Astringent Action of Lady Esther ses them to their normal size felicately refining the skin. Now the Eather quickly rejuvenate the tiny skin muscles and rebuild the tissues paralyzed and withered by "stiff" cleansers. Soon saggy, loose skin, lines and wrinkles, millowness, dry-ness, excess oil and other horrid aflictions vanish entirely. In their stead come a delicate, creamy com-

fresh, clear, firm, charming. Note the pleasing appearance of the sual greasy film after you remove Esther. Yet it affords a perfect wder foundation. For sale by J. L. Brandels &

particular is showing every woman Face Creem then nourish the tiny one right method of brushing the wim visits its booth the secret of skin muscles and rebuild the broken teeth property. The brush is made beauty discovered and faithfully practiced by America's most beautiful flictions disappear. In their stead between down tissues. Soon dread skin at to brink the teeth inside, cutsue and come is the daily tollet because it requires only a few moments time.

My lady has found that to improve that the improve that it is created, easied and packed in France is that dis-

and preserve the beauty of her shin you will be delightful by the absence tributed by Roger & Gallet Co. she must daily give it the distinct of the usual greezy film. Yet there of New York City. This company benefits of four different kinds of la a perfect foundation to which has become known as artist perfumers powder adheres evenly and smoothly who make every effort to make perform to make perform to make perform to make perform the provider base. for hours longer than expected.

Every woman owes it to berself to visit the exposition, and to make it a point to go directly to the Lady Eather exhibit on the eighth floor, rance has been chosen carefully.

Beauty Spots

Pancake Powder Puffs. Powder puffs as large as a good sized pancakes are on display at the Gainsborough powder puff and Gainsorough hair net booth. The puffs in

The Gainsborough hair nets on dis play are of both cap and fringed shape. They are made to suit any head of hair arranged in any fashion.

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

MARROWS CUTICLE OIL Makes cuticle

smooth and even. Keeps it soft and healthy. Heals hang nails and split cuticles. THE OF THAT DOES IT! 36



ROGER & GALLET

Artist-perfumers of Paris

See Our Booth at the Exposition.



THEIR collection of fragrances is incomparable for its perfection and its variey, and is offered in the greatest assortment of the choicest toilet articles, such as Extracts, Powders, Soaps, Toilet Waters, Creams, Dentrifices, 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 reposeful 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



A Big Shopping Bag With your purchase of

Famous JAP ROSE

Transparent Soap

For Shampooing, Complexion and Bath

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 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



Special Price



A MOUTHWASH

Clean and Invigorating Taste





Three Flowers Face Powder

Richard Hudnut's Three Flower Toiletries



Extract...\$1.00, \$2.50, \$4.00 Toilet Water\$1.50 Vanishing Cream50c Compact Powder50c Compact Rouge 50c New Double Vanity ... \$1.50 Sachet, oz.\$1.00

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.