

The Brandeis Store-Omaha Bee Toilet Goods Exposition

April 28th to May 3rd

The Art of Maquillage

Why maquillage is an art, and why women are striving for proficiency in the art, is a moot question. Delicate, formal and informal, have waxed furiously over the eternal "why" of madam's makeup.

"It is blasphemous for women to try to improve on nature," shouts the traitor man.

"But men shave their faces," the young thing who uses just a touch of bright lip stick quietly answers.

"That's different," protests the man.

"Why different? You men think that you shave and wear clean collars and bright cravats to please yourselves, and we women try to keep our youth and beauty to please you, too."

The vigorous upholder of the equality of sex answers:

"Well, whether you women are so charming to attract men, or merely to give yourselves the assurance that comes from being well-groomed, does not matter. The fact that you are such charmers and so attractive is the thing."

This statement from the handsome and tactful young man usually ends the debate, and every woman present secretly decided that for such a man she would gladly be charming always.

Origin of Maquillage.

One might well say that the art of maquillage is as old as the world. The author of the Book of Enoch assures us that, before the deluge, the Angel Azazel taught women the rudiments of this subtle art.

True, the women of Asia and Africa—Assyrians and Jews of Palestine, and Egyptians of the times of the pharaohs—had for centuries made up their eyes. History attributes the invention of blanc and rouge to the women of Greece and of Rome.

Ovid himself in some of his books gives secrets of the makeup of the Roman women.

It is considered in France that the first book on maquillage was published in 1552 by Michael Nostradamus. No copy of this book can be found today.

"La Mode du Maquillage" was introduced in France by the Italians attached to the court of Catherine de Medicis. But its general use did not start until the earlier part of the 17th century. Since then France has acquired and kept the supremacy in the preparation of cosmetics that make them more beautiful and preserve the beauty so generously given to them by nature.

Modern Perfumery.

Gone is the day when, in 1778, the Chevalier de Jancourt warned women

of the dangers of makeup. Since then the alchemy of cosmetics has become an exact science.

Helped in their work by the experience of doctors, of hygienists, of chemists and also by women anxious to retain their beauty and their health, perfumers in Paris have devised their line to making cosmetics that actually protect beauty and that are free from any ingredient that might injure the most delicate complexion.

Saint-Auge of Paris, the great specialist in cosmetics, has succeeded in producing aides to beauty which are pure and free from danger, with shades entirely new and suiting every nuance of beauty, perfumed with an appealing fragrance.

In his numerous and exhaustive researches, Saint-Auge has been helped considerably by the knowledge of certain secret formulas used by women of great and imperishable beauty, such as the famous Countess de Castiglione, a modern Nino de Lenclos, who remained beautiful until her last moment.

Subtle Shades.

Saint-Auge spent a long time studying the effects of various emotions of women. After much study he was able to determine the delicate colorings of the complexion induced by the effects of any more or less acutely felt emotion.

Therefore, with this in mind, he did not turn first to the painters' palette for shades for his rouges, but rather to the gamut of the tender emotions themselves.

Consider then:

Le Rouge Candide, suggestive of a full-blown June rose.

Le Rouge Emotion, expressive of a sudden vivid blush, bringing a glow to the face.

Le Rouge Confusion brings forth a slightly deeper glow than Rouge Emotion.

Le Rouge Andalous, the warm and sunny coloration of the dark girls of Spain.

Face Powder and Cosmetics.

The Saint-Auge face powder as well as the compacta soften shiny (or brilliant) complexions, giving a lovely, cooling sensation, an impression of real rest, protecting the complexion against the rigors of wind, too strong lights and dust. The delicacy, the softness and the adhesion of these powders are incomparable.

Cosmetique Indien adds more charm to a glance, without in any way hurting the eyes. It also facilitates the

growth of the eyebrows and eyelashes. This distinctive French preparation consists of stibic black or brown soluble cosmetics and a tiny brush for its application. Every box contains a mirror.

WHO KNOWS WHEN IT WILL STOP

Louis R. Susswein of the American Safety Razor company, who is in charge of the Gen and Eveready safety razor display, began to think that he is a watchmaker. He has a clock hung on the wall of his booth and offers a prize to the one who can guess when this eight-day clock, which was wound up on Monday, will stop.

Mr. Susswein has probably the finest display of shaving brushes which has ever been shown in this city. The ordinary brush, costing a modest sum, is there and there are the finest made, retailing at prices from \$10 up.

Information Told on Facial Massage

How to massage the face, each movement plainly described, is found in the booklet distributed by the Harriet Hubbard Ayer company. A safe method for reducing a double chin, developing the neck and permanently preserving youthful contour and poise is told as follows: Inhale deeply, bend the head forward, letting it fall on the chest; exhale. The muscles should be entirely relaxed. When the head is down, inhale; then stiffen the muscles, slowly raise the head and let it drop backward as far as possible; exhale. Bring the head back to the erect, natural position and repeat the movements until tired. Next, make all the muscles of the neck tense, inhale deeply and bend the head sideways to the left; exhale. Regain the first position, inhale and reverse exercise, bending the head to the right as far as possible; exhale. Repeat each movement five times. Inhale, make the muscles of the neck tense and turn the head, looking up and back over the right shoulder, move slowly and turn as far as the muscles will stretch; exhale. Return to natural position, then repeat above, turning the head over left shoulder.

Singers at Show.
Tommy Malie and Jack Little, writers and singers of popular songs, who are in Omaha on a tour through the country to radio broadcasting stations, offered several of their selections at the Toilet Goods exposition Wednesday and will appear again this week. Among the songs which they have written and will sing in Omaha are "Jealous," "Jimmy Gee," "Pretty Boy," "One Windy Day," "Welcome" and "Giddap Joe."



The Brush for Bobbed Hair



FEATURING the special care of bobbed hair. The Hughes "Ideal" brings new

life, health and beauty to hair worn in this popular style.

Girls with bobbed hair appreciate the Hughes "Ideal." Its genuine imported bristles penetrate to the scalp, yet its soft, resilient rubber cushion conforms to the shape of the head without friction or irritation.

A Genuine Hair Tonic

Ordinary brushes will not satisfy people who know that the Hughes "Ideal" Hair Brush is the best hair tonic.

For Those Who Care

Henry L. Hughes Co., Inc.,
300 Madison Ave., New York City.

Continuing the Sale of Guaranteed WISS SHEARS AND SCISSORS

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 .45 up
- Embroidery Scissors .90 up
- Manicure Scissors 1.00 up
- Nail and Pedicure Sc. .90 up



LA COMPACTE DE COTY

THE new COTY Compacte will be indispensable to the thousands of women who use COTY Face Powder. It is a charming metal box, with mirror and puff. The range of shades and perfume odors—important features of the regular COTY Face Powder line—are obtainable in the Compacte.



Refills for the new COTY Compacte will shortly be ready for distribution.

Visit the Melba Booth at the Show

Melba Preparations



The choice of discriminating women



Lov'me Toilet Water

is especially featured. 4-ounce bottle, \$1.00

"The Romance of Perfumes." A Melba odor exclusive. Most enticing and refreshing of all toilet waters.

Lov'me Talcum

This delightful and exquisite odor Lov'Me—the romance of perfumes—is a pure, high grade, airfloat Italian Talcum. Will not give the shining effects accompanying the use of most talcums. In flesh and white.

Price 25 Cents



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 the drug department. 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

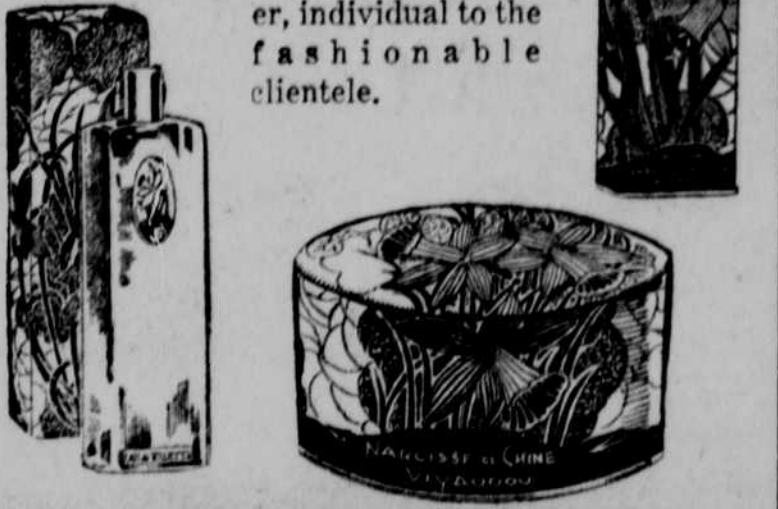
Adults only—One box to a family

Paris VIVAUDOU New York

The great Parisian beauty specialist and creator of exclusive toiletries. . . .

NARCISSE DE CHINE

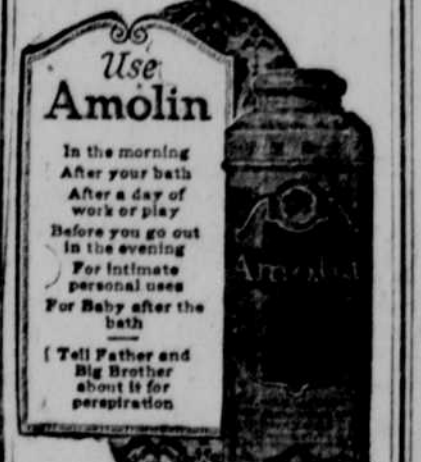
THAT exquisite creation—that personal fragrance. Appealing to the most discriminating tastes. Of subtle charm to enhance the personality. For years the choice of the exclusive women of France and America for the toilet. In demand by the most select—elegant and proper, individual to the fashionable clientele.



A charm more precious than beauty

Beauty loses its attractiveness unless one's person has a fresh and cleanly atmosphere.

Amolin, the personal deodorant powder, destroys all odors, but positively does not close the pores or stop perspiration. It is the one safe and effective deodorant for all uses, everywhere on the body. It is not only harmless, it is beneficial to the skin. It heals and prevents chafing; it does not injure gowns.



AMOLIN

The Personal Deodorant Powder

Royal Thermic Jugs and Bottles

HERE'S the new popular and most complete line of large size Royal Thermic Bottles and Jugs. One for every demand and every occasion. Keeps hot foods hot and cold foods cold; also retains temperature of liquids equally well. Guaranteed to give equal satisfaction with any insulated Bottles or Jugs.



Antoinette Donnelly's

LOVELY SKIN SOAP

The genuine cold cream soap Creams as it cleans

See Our Booth at the Exposition

NATURAL BEAUTY!

Keep your skin healthy!

LANA OIL

Complexion Soap

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

Day Dream

REG. U.S. PAT. OFF. Boudoir Creations

GOOD taste suggests that you use toilet preparations of the same odor. The delightful Day Dream fragrance is obtainable in the following products:

Day Dream Face Powder

A velvety-soft face powder, perfumed with the delicate and lasting Day Dream fragrance. It is practically invisible, and it stays.



Day Dream Poudre Creme

Day Dream Poudre Creme, rubbed lightly into the skin before applying the powder, lends an additional protection and makes the complexion doubly attractive.

Visit Our Booth at the Exposition and Get a Coupon

FREE! WHILE THEY LAST

The coupon, when presented at our toilet goods counter, entitles the bearer to a 50c Day Dream Compact free with the purchase of Day Dream Perfume amounting to 50c or over.

J. L. BRANDEIS & SONS.

FREDERICK STEARNS & CO.