



The Daily Mouthwash  
**Sodiphene**  
"First Aid for the Family"  
Also for Cuts, Burns, Infection

**The Brandeis Store-Omaha Bee**  
**Toilet Goods Exposition**  
April 28<sup>th</sup> to May 3<sup>rd</sup>

"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.

**FAN TOI EXQUISITES**

Spend a few delightful moments tomorrow at this booth



**Fan Toi Exquisites**

- |                               |                              |
|-------------------------------|------------------------------|
| Bath Salts                    | Lavender Flowers             |
| Liquid and Dry Smelling Salts | Incense Powder and Cone Sets |
| Rose Petals                   | After Bath Powder            |

**FAN TOI CO.**  
618 Broadway - New York

18 Place Vendome

**ED. PINAUD**  
PARIS

90 Fifth Ave. N. Y. City

Lilas De France  
Lilac Water

A superior toilet perfume. Excellent for the handkerchief, atomizer and bath. Delightful for use after shaving.



Lilas De France  
Talc

Fine for the complexion and general toilet use. Combines superb talcum powder and exquisite lilac fragrance.

Pinaud Eau  
De Quinine

Hygiene of the scalp. A hair tonic that has won world-wide fame. See demonstration during the show.

Visit the Ed. Pinaud Booth at the Show



Visit the Lady Esther Booth

**LADY ESTHER**

CONTENTS OF PACKAGE

- |                         |            |
|-------------------------|------------|
| Tube Lady Esther        |            |
| Four-Purpose Face Cream | 35c        |
| Small Size Powder       | 25c        |
| Complexion Soap         | 25c        |
| <b>Total Value</b>      | <b>85c</b> |

Special Introductory Package of  
**LADY ESTHER**  
FOUR-PURPOSE FACE CREAM  
FACE POWDER  
and COMPLEXION SOAP

Three samples of the New Shades of Lady Esther French Rouge are included Free

**Lady Esther Four-Purpose Face Cream**

A modern cream for the modern, busy woman that combines in one cream all the requisites for a complete facial beauty treatment. LADY ESTHER—Four-Purpose Face Cream is a cleanser, skin food, astringent and foundation for powder. Its use requires but 3 1/2 minutes each day and the results will prove a revelation. Makes a poor complexion good and a good complexion better.

**Lady Esther Perfect Facial Soap**

The essence of daintiness in a soap that cleanses, soothes and freshens the skin. The delicate French perfume is retained as long as a particle of soap remains. LADY ESTHER Facial Soap improves the complexion. It contains the famous LADY ESTHER Four-purpose Face Cream in combination with other healing and soothing ingredients. French Fragrance through and through.  
LADY ESTHER COMPANY, Chicago, U. S. A. Paris Branch 40-42 Rue Edouard Nortier, Paris.

**Lady Esther Rouge**

A rouge of chiffon fineness—hand made by skillful French rouge experts—that blends with your complexion and gives you the natural glow of youth. Select the shade best suited to your individuality from the enclosed samples and remember to buy LADY ESTHER rouge in that shade and get the utmost in rouge satisfaction.  
Effective But Not Conspicuous

**Lady Esther Face Powder**

As the puff spreads the velvety bloom of this powder over your face, its smooth softness clings—absorbs the excess oils and eliminates the shine and tiny defects. The refreshing and lasting perfume imparts a dainty fragrance to your toilette.  
HEALS—PROTECTS ELIMINATES DEFECTS

**LADY ESTHER**



**Djer-Kiss**

Monsieur Kerkoff's  
*Secret of Charme*  
Parisien

THE demoiselles one sees in the smart hotels! Never in the dressing hour do they mingle varying parfums. They insist, rather, upon la toilette harmonieuse. The rouge, the face powder, the soap, the creams, the talc, the sachet, the lip rouge—each is fragranced with the same Parfum des fleurs. So, then, will the chic Americaines employ all of my specialites Djer-Kiss, breathing as they do, all, the allure of Parfum Djer-Kiss itself. So, then, will Madame purchase them this very day.

**Djer-Kiss**