

FASHION NOW IS TO LOOK HEALTHY

It is no longer the fashion to give the skin a uniform color. The fashion now is to give the skin a healthy glow...

skill that the product contains the fresh bloom. No edges of color being when the rouge is applied...

Chicago bouquets of fresh flowers are especially good this week.

Advertisement for Dr. Berry's KREMOLA skin cream, featuring a woman's face and product image.

Advertisement for AMAMI BOUQUET TALCUM, featuring a woman's face and product image.

The Brandeis Store-Omaha Bee Toilet Goods Exposition

April 28th to May 3rd

Last Day of Big Beauty Meeting Will Be Biggest

Mammoth Toilet Goods Exposition Closes Tonight at 6; Popularity Contest Now Closed.

Final day of the Brandeis store Omaha 1924 toilet goods exposition promises to be a huge merchandise fair.

Today is the last chance to see a great many different lines under one roof, an opportunity never given to Omaha people before.

At the Djer booth it is learned that the smart women of Paris use only one odor instead of a number.

At the Marrow manufacturing booth complete instructions are given for the right way to manure the nails.

At the Hygienol company, who are the manufacturers of the famous Hygienol toilet powder, the girls wear white wigs and black tulle dresses in colonial style.

Prizes given away Friday at the exposition were a royal thermic jug, a box of Hadnut products and Caron toilet requisites.

Miss Agnes Lynch, candidate of the Western Union, is finding a big backing and will be near the top of the list.

Miss Philomena Conlan is polling strong with the backing of the Creighton Athletic association.

Miss Thelma Baker, who is backed by only her friends and not by an organization, is a live entry.

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FITCH DISCOVERS DANDRUFF CURE

A real dandruff remover has been found by Dr. W. H. Fitch after 35 years' study. When young Fitch had trouble with his scalp, due to improper care...

After five or six years' work he perfected a preparation that would dissolve and remove every particle of scurf, sebum, dandruff or any formation on the scalp.

It is soothing and cooling in hot weather. It is especially welcome after a salt bath.

Call at Our Booth

NEW DEODORANT IS ANTISEPTIC

An antiseptic deodorant powder for the human body has been found. It is Anolin. Anolin powder relies chiefly upon coal tar derivative, which is agreeable in odor.

It is soothing and cooling in hot weather. It is especially welcome after a salt bath.

Call at Our Booth

SCHOOLGIRL COMPLEXION

Palm and olive oils have been used as beautifiers for over 5,000 years. The well-known girl with that "schoolgirl complexion" is on posters at the Palmolive booth.

Call at Our Booth

RESTORES COLOR TO HAIR

What a tale the mirror tells when you find a glimmer of gray in the hair. But there is no need to worry when there is Kolor-Bak to restore the natural color.

Call at Our Booth

FINAL WORD IN VANITIES

The final effect of the perfume and the jewelry designer is evidenced in the perfection of the vanity case on display at the Woodworth company.

Call at Our Booth

HAND MADE HAIR NETS DURABLE

National hair nets are hand made of human hair. They are of the finest quality and workmanship and do not tear easily or come apart.

Call at Our Booth

2-TONE CELLULOID DISPLAY SHOWN

The display of celluloid compositions at the E. E. Bruce booth at the exposition is drawing many visitors.

ORIGINAL FRUIT ACID DENTIFRICE

Listerine tooth paste is the original fruit acid dentifrice. Both toothpaste and Listerine solution insure mouth hygiene, freshen the breath and guard against sore throat.

MAGIC FACE POWDER

At the City powder display booth the familiar dainty powder puff on top of the powder boxes in yellow is seen. City powder is said to add great charm to the loveliest face.

PUFF HOLDS THE POWDER

The Hygienol company has found a way to make a powder puff that will hold powder instead of yielding it in a mass.

AMAMI BANDOLINE

has rare properties for making the hair stay well ordered and beautifully lustrous, without being the least bit sticky.

Call at Our Booth

BEAUTY IS GOAL OF MOST WOMEN

Beauty is the goal of clever women. While every woman may not be beautiful in the accepted sense, yet if she would attain the lovely things of life she must appear to be beautiful.

HAIR DYE USED WITH SAFETY

L'Oréal Henna has been used for years as the standard hair dye for European hairdressing parlors.

COCONUT OIL FOR HAIR

Most people do not possess an abundant growth of hair and feel that this discourages the attainment of hair beauty.

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BEAUTY CHART HELP TO WOMEN

A specially devised beauty chart has been made by Visiobou. An exacting color of complexion powder and standard lines of rouge are on the chart.

Advertisement for Amami Bath Powder, featuring a woman's face and product image.

FOR THE DAILY CARE OF YOUR SKIN YOU NEED

Venetian Cleansing Cream. Meets into the pores, dissolves and dislodges all impurities. Cleanses deeply and thoroughly.

Venetian Ardena Skin Tonic. Tones, firms and whitens the skin. Closes every pore, makes the skin flawless and satiny of texture.

Venetian Amoretta Cream. Exquisitely delicate nourishing cream, assimilated by the most sensitive skins.

Venetian Special Astringent. Irrates and firms related muscles. Lifts and strengthens the contour of the face.

Call at Our Booth

ELIZABETH ARDEN

Ask for the toilet goods counter at the Elizabeth Arden's Exhibit—for a copy of Elizabeth Arden's book, "The Quest of the Beautiful".

Over 300,000 Women Have Made This Test

Costs Nothing. Unless we grow hair. The Van Ess 2-bottle treatment is absolutely guaranteed.

New Hair Grown—Falling Hair Stopped in 90 Days

This is to offer you new hair—lustrous, beautiful, attractive—or money refunded. It offers, too, to stop falling hair.

Why 6 in 8 Have Dull, Lifeless Hair. Falling hair, dull, lifeless, uninteresting. Six women in 8 have it! We have discovered the cause in most cases to be a simple infection of that oil in your scalp, called Sebum.

It has been learned that hair roots rarely die from natural causes. And they can be revived.

We have proved this conclusively in tests by actually growing new hair in 91 cases in 100.

We do it by combating that infected Sebum in a new way—a scientific way heretofore unknown. Results are quick and amazing. And so certain that we have no fear to guarantee our method.

Visit the Van Ess Booth at The Brandeis Store-Omaha Bee Drug and Toilet Goods Exposition

There to learn how to best use Van Ess to develop the full luxury of your hair.

Van Ess Laboratories, Inc. 36 East Kinzie Street Chicago

PERT 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.

Two shades, light and dark. Price 69c

Visit Our Display at Our Booth

AMAMI BANDOLINE

has rare properties for making the hair stay well ordered and beautifully lustrous, without being the least bit sticky.

Call at Our Booth

"Service" Hard Water 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.

Karl Mayer Chicago, Ill.

Advertisement for Sodiphene, featuring a bottle and text: "First Aid for the Family"

Advertisement for FIANCEE, featuring a woman's face and text: "A group of toilet creations designed to meet each daily need"

Advertisement for WOODWORTH Inc., featuring a woman's face and text: "Your choice of four colors of rouge and five colors of powder"

Advertisement for K Rank's Toiletries, featuring a woman's face and text: "Toilet Articles"

Advertisement for Krank's Lemon Cleansing Cream, featuring a product image and text: "A complete toilet cream combining every necessary ingredient"

Advertisement for Krank's Fix-a-Gloss, featuring a product image and text: "Krank's Fix-a-Gloss and Dandruff Remedy"

Advertisement for Krank's Lather Krem, featuring a product image and text: "No brush, no soap, no rubbing and shave in one-third the time it takes with soap"

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Advertisement for 2-Tone Celluloid Display Shown, featuring a woman's face and text: "The display of celluloid compositions at the E. E. Bruce booth"

Advertisement for Original Fruit Acid Dentifrice, featuring a woman's face and text: "Listerine tooth paste is the original fruit acid dentifrice"

Advertisement for Magic Face Powder, featuring a woman's face and text: "At the City powder display booth the familiar dainty powder puff"

Advertisement for Puff Holds the Powder, featuring a woman's face and text: "The Hygienol company has found a way to make a powder puff"

Advertisement for Amami Bandoline, featuring a woman's face and text: "has rare properties for making the hair stay well ordered"

Advertisement for Restores Color to Hair, featuring a woman's face and text: "What a tale the mirror tells when you find a glimmer of gray"

Advertisement for Final Word in Vanities, featuring a woman's face and text: "The final effect of the perfume and the jewelry designer"

Advertisement for Hand Made Hair Nets, featuring a woman's face and text: "National hair nets are hand made of human hair"

Advertisement for Beauty is Goal of Most Women, featuring a woman's face and text: "Beauty is the goal of clever women. While every woman may not be beautiful"

Advertisement for Hair Dye Used with Safety, featuring a woman's face and text: "L'Oréal Henna has been used for years as the standard hair dye"

Advertisement for Pert Rouge, featuring a woman's face and text: "A rouge that will not rub off. One application lasts all day or all evening"

Advertisement for Amami Bandoline, featuring a woman's face and text: "has rare properties for making the hair stay well ordered"

Advertisement for "Service" Hard Water Castile, featuring a woman's face and text: "A serviceable soap that will soften the hardest of waters"

Advertisement for Del Gloria Olive Oil Soaps, featuring a woman's face and text: "Olive Oil Soaps are preferable for many uses and we never hesitate"

Advertisement for Karl Mayer Chicago, Ill., featuring a woman's face and text: "A serviceable soap that will soften the hardest of waters"

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Advertisement for It has been learned that hair roots rarely die from natural causes, featuring a woman's face and text: "And they can be revived."

Advertisement for We have proved this conclusively in tests by actually growing new hair, featuring a woman's face and text: "in 91 cases in 100."

Advertisement for We do it by combating that infected Sebum in a new way, featuring a woman's face and text: "Results are quick and amazing. And so certain that we have no fear to guarantee our method."

Advertisement for Visit the Van Ess Booth at The Brandeis Store-Omaha Bee, featuring a woman's face and text: "Drug and Toilet Goods Exposition"

Advertisement for There to learn how to best use Van Ess to develop the full luxury of your hair, featuring a woman's face and text: "Van Ess Laboratories, Inc. 36 East Kinzie Street Chicago"

Advertisement for ENOZ KILLS MOTHS WILL NOT STAIN, featuring a woman's face and text: "ENOZ renders material moth resistant. It destroys every vestige of moth life."

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