The Brandeis Store-Omaha Bee

April 28"to May 3"

Elizabeth Arden has blended the

binder of the note. The outer tre angle points toward the car bust be wand the chief bone. The lower point ness downward inwards the 35% liticated a Arden has also made Ap nicks in corresponding calors.

cornage bouquets of fresh flowers Last Day of Big tints of her Amoretta rouge with such being especially good this week.



Your Complexion

Don't allow your skin to deteri-erate from neglect. Daily care is essential to keep the skin in per-fect and healthy condition. For the perfection of your complexion.

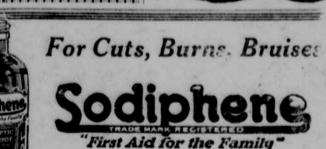
Dr. Berry's KREMOLA PRICE \$1.25

Complexion Scap, 25c; 3 cakes, 65c



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

generous shaker can 25 cents. Call at Our Booth



Also a Mouth Wash of Merit

FIANCEE

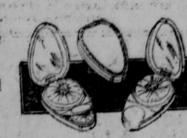
A group of toilet creations designed to meet each daily need-in themselves an expression of good judgment.



They fit the flat envelope purse and are surprisingly light.

Your choice of four colors of rouge and five colors of powder.

Individual refill in al



WOODWORTH

New York

Inc.

s backed by the Metroplitan Athletic

Paris

Toilet Goods Exposition **Beauty Meeting**

Mammoth Toilet Goods Exposition Closes Tonight at 6: Popularity Contest

Now Closed.

Final thy at the Brandels storemaha Pec toilet goods exposition cromises to be a huge merchandise hir. Prizes of all sizes, colors and descriptions will be given away. Booth exhibitors are getting ready for a big day. The exposition will close tonight

Today is the last chance to see a great many different lines under one Dressing, Cocoa Butter Cream, Fitch's roof, an opportunity never given to Tonique Superbe. find just what is needed, the travelng can be confined to the eighth floor of the Brandels store.

The benefit to be derived at the exposition in addition to the lavish display is the personal contact with dis-

Only One Scent

At the Djer booth it is learned that he smart women of Paris use only ne odor instead of a number. Each aid to beauty must breathe the same French fragrance, Women should never mingle varying perfumes.

At the Marrow manufacturing booth complete instructions are given for the right way to manicure the The new orange rouge made by Marrow has interested the visitors.

Parade of Beauties

toilet requisites. The Saturday prizes to be given away are Graham soaps. lens and Kropff, 4711 powder.

Eager friends are piling up votes in the popularity contest and as the iour of closing draws near big blocks

Miss Agnes Lynch, candidate of the

Miss Philomena Conlan is polling with the backing of the Creighton Athletic association. Miss Thelma Baier, who is backed

and an announcement of the winners will be made at the exposition floor

Will Be Biggest FITCH DISCOVERS DANDRUFF CURE

ound by F. W. Fitch after 36 years' study. When young Fitch had trouble with his scalp, due to improper care. He fried many remedies and consulted the best physicians, without relief. After five or six years' work he perfected a preparation that would lissolve and remove every particle of scurf, seabs, dandruff or any formation on the scalp. This is the preparation that has been known for over 30 years as "Fitch's Ideal Dandruff This preparation was designed principally for men and for use in barber shops. There are a number of other preparations made by Fitch, Including Quinine Hair

tributors who are at the booths to is Amolin. Amolin powder relies receive the visitors. They gladly ex- chiefly upon coal tar derivative, T. Gibson, distributors, have a booth plain the manufacture and distribut which is agreeable in odor. It is at the exposition with real French talcum or other insoluble ingredients. It is soothing and healing. There's nothing like it after a night travel in a sleeper. It is used for any irritation of the skin.

Brush for Every Need

Most people think that a brush is brush and don't take into consider ation what kind of brush should be used. If the hair is inclined to be dry a certain brush should be used or if the hair is heavy or light an-Parade of Beauties

Six girls, dressed like the Kalos girl of the E. Burham company, will parade Saturday afternoon at 3:10 before judges for the \$50 prize to be awarded by the company for the one who most resembles the trade mark. The girls wear white wigs and black taffeta dresses in colonial style.

Prizes given away Friday at the exposition were a royal thermic jug, a box of Hudnut products and Caron tollet remulsites. The Saturday prizes

other should be used, and if the scalp schoolgirl complexion" is on posters at the Palmolive booth. The soap is for the baby's skin as well as the grownups.

Puff Holds the Powder.

The Hygienol company has found at way to make a powder puff that which clings to the hair. That is the important work of a good hair brush.

First Powder for Hair.

In view of the simost universal throat and the powder will thus be other should be used, and if the scalp

In view of the almost universal ise of face powder today it is interesting to know that the original use but for the hair. D. S. Cowling, representative of A. Bourpois & Co., declare that the days of the great perfwigs was the beginning of powder. The first powder was rice ground up and was used by both men and women. Some of this powder as cidentally on the face was found to cause the shine to disappear from the features of the bekie or beau. but for the hair. D. S. Cowling, repand will be near the top of the features of the bekle or beau.

Restores Color to Hair

Turkish towel. What a tale the mirror tells when ou find a glimmer of gray in the by only her friends and not by an or- when there is Kolor-Bak to restore ganization, is a live entry.

Mary Gibson, who entered the race made by the Hygienic laboratories, late, but with an initial vote of a Chicago, brings about the change in arge block, is running strong. She one operation. Hair may become gray through illness or shock as well as brough age. It is easy enough to see your hair once more in its exact riginal color.

Final Word in Vanities. final effort of the perfum

and the jewelry designer is evidenced in the perfection of the vanity case on display at the Woodworth company. Two distinct perfume specialties are made by this house, Karess and Flancee. All assortments of cosmetics are found in these two products. The art of transferring the fragrance of flowers from the blossoms themselves to equally appealing accessories of the toilet is evident.

The contest closed at 6 Friday night HAND MADE HAIR NETS DURABLE

BEAUTY IS GOAL

OF MOST WOMEN

A woman's complexion is the key-

they can obtain the invaluable asset

unde of the finest imported ingredi-

cars as the standard hair dys for

European hairdressing parlors. It.

gives the hair & rich coloring and

It contains no aniline or harmful

oloring matter. L'Oreal Henne

since its introduction in America has

Cocoanut Oil for Hair.

Most people do not possess an

bundant growth of bair and feel that

this discourages the atlainment of

given new life. By this shampoo the

natural hair foods in the scalp are

not removed as in the case of ordi

PERT

ROUGE

The Water proof Rouge

A rouge that will not

rub off. One applica-

tion lasts all day or all

evening. Must be re-moved with cold cream

or soap and water. You

will be delighted with

the naturalness of PERT.

Two shades, light and

dark. Price......69c

WINX, the waterproof d. Applied with sanitary

glass rod attached to stopper,

it dries instantly and will not

run or smear. Perspiration or weeping at the theater will not affect WINX.

Black and Brown

69c

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 rea-

Karl Mayer

Chicago, Ill.

sonable cost.

of a beautiful complexion.

HAIR DYE USED

toes so with safety.

become a favorite

finest quality and workmanship and tiful in the accepted some, yet if to do not tear easily or come spart, she would assain the lovely things of They hold the stray hairs back life she must appear to be beautiful.

The National hair pins are dainty, note of her heauty and thousands of bly, toilet necessities. They come in women know that with the Aubry all sizes and are visible and invisible. Spaters' famous tollet preparations

The display of celluloid composi being thoroughly tested for purity tions at the E. E. Bruce booth at and superiority before they are used. the exposition is drawing many visi. All questions concerning the cultivators. The two tenk celluloid can be tion and preservation of beauty will seen in various shades, silver, gold, be gladly answered by the gemonstrator at the Aubry Sisters' booth,

ORIGINAL FRUIT ACID DENTIFRICE

Listerine tooth paste is the original ruit acid dentifrice. Both toothpaste and Esterine solution insures mouth hygiene, freshens the breath and guards against screthroat.

Rare Odors in Gilt Bottles. The rare odors of Jasmin and Ambre are put into attractive perhealthful and harmless, contains no boxes of black edged with gilt. The bottles of various sizes are in gilt.

> Magic Face Powder. At the City powder display booth

the familiar dainty powder puff on Oriental Cocoanut Oil shampoo. Beautop of the powder boxes in yellow is ty is lying dormant, they say. The great charm to the loveliest face.

Schoolgirl Complexion." Palm and olive oils have been used nary shampoos, but are stimulated s beautifiers for over 2,000 years, into greater activity. schoolgirl complexion" is on posters

throat and the powder will thus be evenly distributed. The puffs are made of Australian lamb's wool. Di rections given for washing the pow

water is lukewarm. Let it dry on



AMAMI BANDOLINE



has rare proper-ties for making the hair stay well ordered and beautifully lustrous, without being the least bit sticky. The bottle 25c.

Est. 1869

Does Quality Count With You?

W. D. Earl & Co.

Horn Hair Pins, Celluloid Novelties and Fancy Hair Ornaments 50 Years Experience Making Fine Goods IVORY GOODS

Leominster, Mass., U. S. A.

History of the Above Firm—The oldest celluloid manufacturer in the city of Leominster, Mass., still doing business with any of the original members or descendants active in business. Commencing in 1869 and manufacturing throughout our career highproducts are known throughout the United States and

National Hair Nets

"The Famous Box Net"

You save money when you buy NATIONAL NETS because you buy them in compact form in a tiny box daintily held in your fingers. A box that holds a dozen nets, each in its own tissue, carefully protecting the net from tangling or mixing with the contents of pocketbook or bag.

The box way is the NATIONAL WAY exclusively. Its captivating box may be called teasing in its appearance—just the size of a cigarette box. Then, too, it is attractive on your dressing table and conserves your nets.

EVERY NATIONAL NET IS GUARANTEED a perfect netthoroughly hygienic-a net matching your hair.

Blonde, Light Brown, Medium Dark Brown, Auburn,

Special Display at Exposition For Sale at Notion Dept. Main Floor

Regular Shades White and Gray Shades slightly higher in price

PRICES



BEAUTY CHART HELP TO WOMEN

has been made by Vivaudou. Au thentic colors of complexion powder and standard tists of rouge are on the chart, as that you, personally. may study your individual type with the chart and decide which ponder and rouge best complements your par-

ticular roloring. Vivaddou has had these carefully impounded rouges and powders put p in compact form in dainty gill Mayis, Mat d'Or, La Bohome and the



Bath Powder is a novel preparaand softens the water. The conventent shaker box makes it eaby to use in the

large metal box 60a. Call at Our Booth



The Loveliest Women of London, Paris and New York use these four preparations.

In preacribing for thousands of the most beautiful and fastidious women in London. Paris and New York, Elizabeth Arden has found that these four preparations are really essential to every woman if she is to keep the living freshness of her skin, the vivid youthfalness of her expression. With these four preparations, YOU can keep yourself lovely and youthful by a few minutes' treatment every day at home.

For the Daily Care of Your Skin You Need:

Venetian Cleansing Cream. Melts. into the pures, dissolves and dis-iedges all impurities. Cleaners deeply and thoroughly. Keens the skin smooth and soft. Begin Venetian Ardena Skin Tonic.
Tones, firms and whitens the skin Closes every pore, makes the skin flawless and satiny of texture. Use with and after Cleansing Cream. 85c, \$2, \$3.75.

Venetian Amoretta Cream. Ex-quisitely delicate nourishing cream, assimilated by the most sensitive skins. Keeps the skin smooth and firm, heals rough-ness, chapping, dryness and other symptoms of malnutrition of the skin tissues. \$1, \$2.

Venetian Special Astringent.
Braces and firms relaxed muscles. Lifts and strengthens the
contour of the face. Excellent for
sagging cheeks and double chin.
\$2.25, \$4.

Elizabeth Arden

Ask at the tonet goods counter or at the Philadeth Arden's book, "The Quest of the Beautiful." It outlines the famous Arden Muscle-Strapping Skin-Toning Method, and tells how to apply it correctly at home.

Over 300,000 Women Have Made This Test

Costs Nothing

Unless we grow hair. The Van Ess 3-bottle treatment is absolutely guaranteed. You are the sole judge. The Warrant is given by your own dealer. All we require is his signature showing you have purchased a ninety-day treatment. If it fails we refund your money. Hence you assume no risk making this test.



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.

If we fail, the treatment costs you nothing. Your own druggist or department store gives our guarantee. Hence you assume no risk.

Falling hair stopped. New hair grown in 90 days. If the treatment fails, it will cost you nothing. More than 300,000 women have already made, this test.

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 re-

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. Chicago

36 East Kinzie Street

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

Quarts

Pints

Sprayers

Krank's

Hair Root

Oil

hair dressing

and cleanser. It

cleans the hair

cells. Great for

falling hair and en admirable

PRICES

8 oz. ... \$1.00

31/2 oz. ... 50¢

Krank's Skin

Health Powder

Krank's Facial Pack ... \$1.50

A rolling massage cream that cleans and beautifies.

Vanishing Cream 75¢

Krank's Mentho Lemon

air dressing.

Krank's Lather Kreem

.Krank's Lemon Cleansing Cream and Toilet Necessities ON SALE IN BRANDEIS TOILET GOODS DEPT.

Krank's Lemon

Shampoo

has more soap

body than any shampoo on the

market. It leaves

the hair clean

and the scalp in

healthy condi-

PRICES

8 oz.\$1.00

31/2 oz.50c

Krank's

Pink

Blush

Vanishing and Massage

A Gold Medal Winner

PRICES

Krank's Lemon Cleansing Cream



A complete toilet cream combining every necessary ingre-dient for the protection of the

IT'S A REAL TONIC.

Krank's Fix-a-Gloss Dandruff Remedy

For Training the Hair

groomed appearance so much desired. Also valuable as a hair tonic and dandruff

Price, 4-oz. jars 75¢ 1%-oz. tubes 35¢

Krank's Lather Kreem No brush, no soap, no rubbing and shave in one-third

the time it takes with sosp. PRICES

Krank's Pink Blush Massage Cream

THE BRANDEIS STORE