

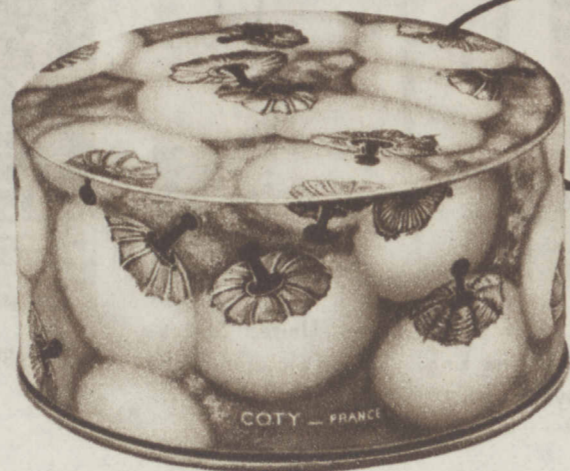


Beauty Bringer

*Even her lovely, filmy frock—"so thin it looks as though it would blow away"—
is coarse in comparison with the fine-meshed silk through which Coty screens her Powder
—"Beauty Bringer" that makes one's Face the focus and flower of each ensemble!*

"Beauty Bringer" indeed, is your Coty Face Powder—for it goes about its magic in such a flattering, *inconspicuous* manner that your public has praise only for your *exquisite* complexion; never a word about your Powder—since Coty blends the tone for you so precisely true that the *Powder* is invisible. Small wonder, then, that Coty Face Powder is so definitely preferred by women who set the fashions of the smart world! They know that, in Coty's *laboratory-sealed* box, they buy *absolute purity* of ingredients and methods; *protection*—wholesome and dependable—for even the most delicate and sensitive

skin. No money saving will make up in their estimation for Coty's amazingly fine *texture*, assured by the Coty-perfected silk-screening process; nor will any temporary advantage of a few pennies' lower cost compensate these fastidious women for the delicious *freshness* of Coty's *fragrances*. They choose Powder—as they do their costumes—for inherent *quality* and *becomingness*. Coty makes this easy, offering a *whole dozen* accurately blended *complexion tints* for your selection. Look for the famous "powder-puff" box, protecting *your own* Coty powder tone from dust and all other impurities.



Here is that gay "powder-puff" box which safeguards every quality you look for in Face Powder. Smart shops have it, in varied tones and odours.

coty