"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 shades.