



Treat P O U D R E
Le Début

generously

If you want to achieve the best results with Poudre le Début, spread it on in generous quantities, over face and throat. Let it rest a few minutes, then with a soft brush remove all surplus gently and dust any particles from brow and lashes. Now you have that enviable velvety smoothness. Now you may truly count your complexion your very smartest accessory.



The coupon brings trial box

Give yourself the trial test with Poudre le Début. Fill out coupon, tell shade of powder desired, send ten cents, and we will forward generous box, enough for fifteen days' trial.

If you're a blonde, use one of these:

PEARL—for fair skins with color
PEARL WITH GLOW—a warm tone for fair skins with little color
NATURELLE—a medium tone for fair skins
SUN TINT—for fair skins

If you're a brunette, use one of these:

RACHEL—for brunettes with color
RACHEL WITH GLOW—a warm tone for brunettes with little color
OCRE ROSE—a warm tone for olive skins
TAN—for brunette skins

The wrong powder can mar the smartest ensemble

Well-informed women who select their hats, their gloves, their frocks with almost prayerful consideration . . . are choosing Poudre le Début. If you too, count your complexion your most important accessory, try Poudre le Début. In the very first trial you will see the reason for its distinguished acceptance . . . its texture, its marvelous texture. So soft that it feels like rose petals. So fine that it is almost intangible. So transparent that the natural color of your skin glows through. So adherent that frequent renewals are unnecessary. So exquisitely perfumed that its fragrance is as endearing as a caress. Poudre le Début is frankly not cheap. Its beauty-giving qualities could never have been produced for a trifling sum. Neither does it err on the side of extravagance . . . but it gives you the best powder procurable for any sum. In eight shades. At modern shops.

RICHARD HUDNUT • *Parfumeur* • New York, Paris

RICHARD HUDNUT

DEPARTMENT CC-6 • • 113 WEST 18TH STREET • NEW YORK

Please send me your trial box of Poudre le Début. The shade I should like is _____, I enclose ten cents to cover part of the cost.

NAME _____

ADDRESS _____