



How to powder with

## POUDRE Le Début

Use Poudre le Début generously if you want the best results . . . never highlighting certain features, or rubbing it into the skin. With a clean powder puff pat Poudre le Début lightly all over the throat and face avoiding, of course, the eyelids. Let it rest a few minutes, then with a soft brush remove all surplus, dusting in particular any particles from brow and lashes . . . only a very subtle velvety softness remains, lovely, alluring!

### Some women *look* powdered . . . others use **Poudre le Début**

Some women are forever powdering . . . others use Poudre le Début . . . Hudnut's marvelous new face powder. If you yearn for a texture soft as zephyr, light as thistledown . . . which is so transparent that your natural coloring glows through . . . which merges so completely with your own skin texture that it is unnoticeable save for the velvety bloom it gives . . . try Poudre le Début. You will never have that powdered look. Above all, if you like to powder once, thoroughly before an important engagement and then feel confident of the continued petal beauty of your complexion . . . choose Poudre le Début. Certain exclusive ingredients make it linger unbelievably long. Women who enjoy Poudre le Début because of its subtle texture . . . also prefer it for the delicate, elusive, well-bred quality of its fragrance. In eight different shades, one of them exactly you, gloriously you. At smart modern shops. RICHARD HUDNUT • *Parfumeur* • New York, Paris

**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 a convincing 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

RICHARD HUDNUT  
DEPARTMENT CD-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 \_\_\_\_\_