

# le Début

*Women give the gifts . . . they themselves would like to have*

Women have a way of giving the very gifts they'd like to have themselves . . . and feminine fingers instinctively reach out for those colorful, modern little *flacons* of *Parfum le Début*!

Their very style and verve say "Paris" . . . Indeed, *Parfum le Début* was introduced originally at the Hudnut Paris Salon, 20 Rue de la Paix. It is created, sealed and packaged in Paris. It comes in four individual *odeurs*—each suggesting one of the four loveliest of feminine moods: Romance; Adventure; Gaiety; Sophistication—each caught in a provocative *petit flacon* of a color that symbolizes the mood . . . A single *flacon* will intrigue any woman's fancy. The four will array themselves on her dressing table in quite the gayest manner.

### COMPACTES THAT COMPLETE THE ENSEMBLE

*Compactes le Début*—trim, octagon-shaped little affairs, finished in gold or silver and topped with genuine *cloisonné* enamel. Their colors are four—blue, black, jade green and ivory white. One may be carried to complete *this ensemble*; another to complete *that ensemble*.

To give *Compacte le Début* is like giving a smart bit of costume jewelry to match or accent the color of the frock or gown with which it is worn. Each compacte contains powder and rouge in a delicate blend of the four *odeurs* of *Parfum le Début* . . . and refills are always available.

### GAY LIP STICKS AND SMART CHATELAINES

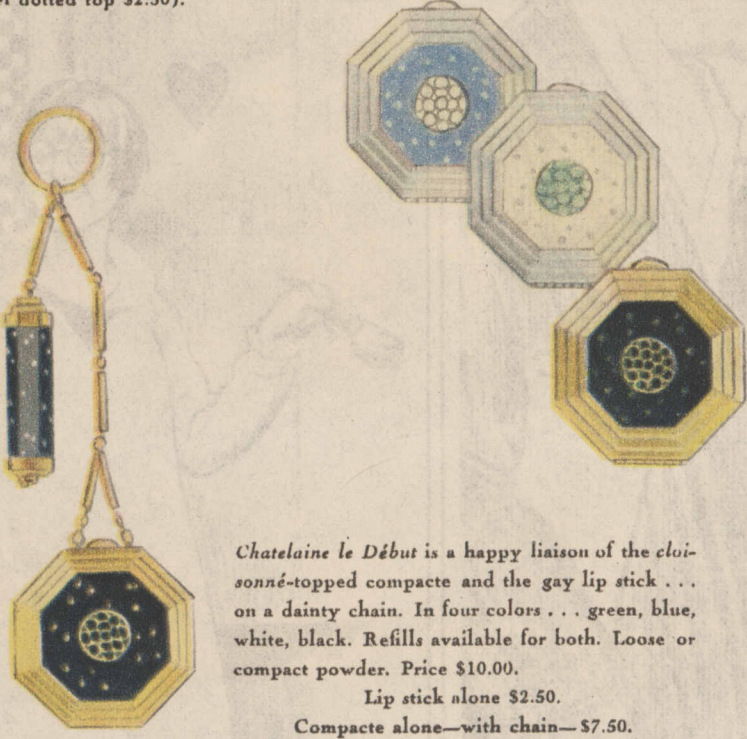
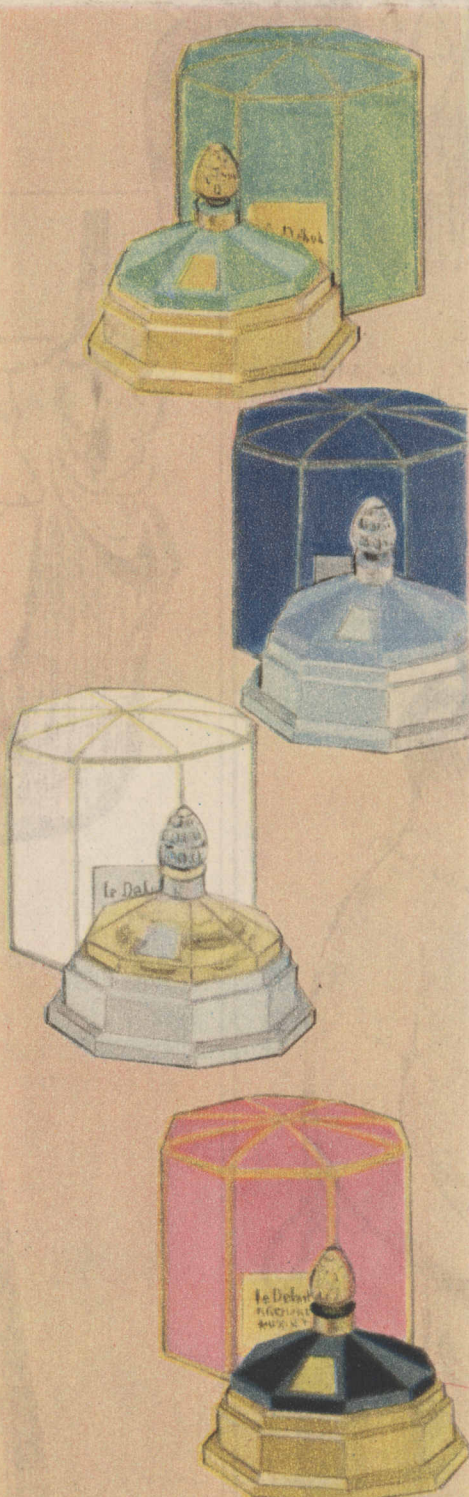
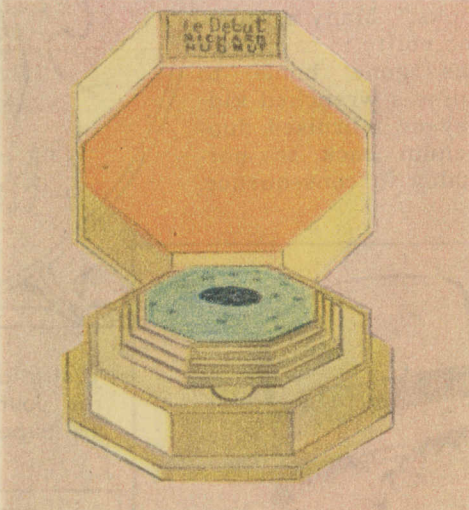
*Lip Stick le Début* and *Chatelaine le Début* are both gifts that are unhackneyed and always charming. Both come in the four smart *le Début* colors. One—the lip stick—is a very *petit* gift, it's true . . . but one that holds much of color and fastidious good taste. And it has the practical advantage of being refillable.

And *Chatelaine le Début* is a charming costume accessory for winter gaieties. It combines on a slender ring and chain a compacte and lip stick . . . linked together so that one may dispense with the evening bag . . . and yet have all the aids to beauty gracefully at hand!

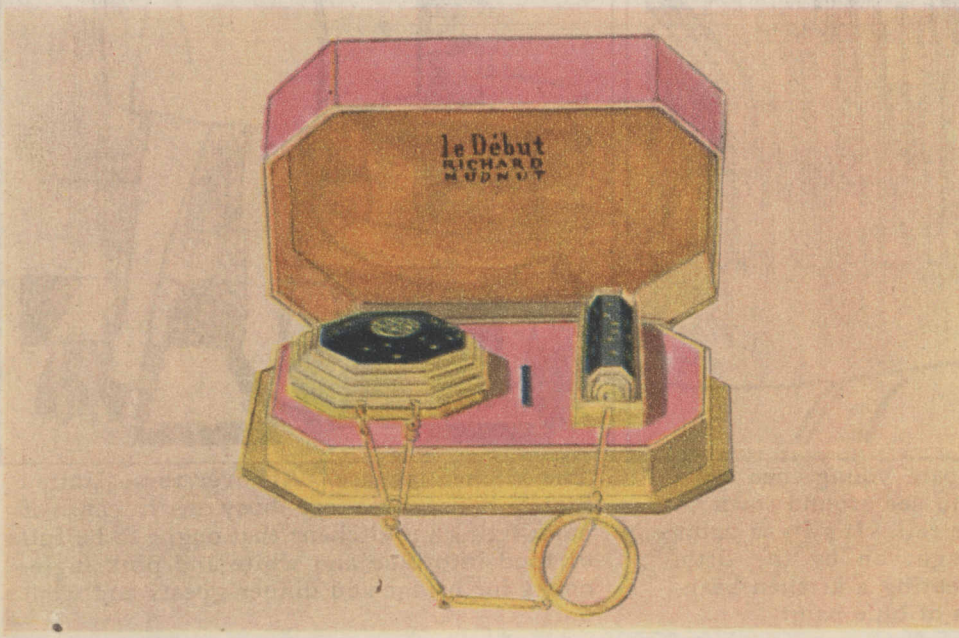
All these and others from the one *le Début* family may be found at the better shops . . . You will go far to discover gifts more delightfully feminine or more smartly appropriate.



*Compacte le Début* expressing the smart vogue for colorful compactes to blend with the costume. Finished in gold or silver, topped in four colors of genuine *cloisonné*: Blue, black, green, and white. Powder and rouge in a delightful blend of the four *odeurs* of *Parfum le Début*. Practical refills. Price \$5.00. (enamel dotted top \$2.50).



*Chatelaine le Début* is a happy liaison of the *cloisonné*-topped compacte and the gay lip stick . . . on a dainty chain. In four colors . . . green, blue, white, black. Refills available for both. Loose or compact powder. Price \$10.00. Lip stick alone \$2.50. Compacte alone—with chain—\$7.50.



*Perfumes—of particular choice. Parfum le Début. . . . a new creation from Paris. Four separate and distinct odors to express the four loveliest of feminine moods. Created, sealed and packaged in the Paris laboratoire of Hudnut.*  
*Le Début Bleu* ◊ in blue flacon ◊ ◊ Romance  
*Le Début Vert* ◊ in green flacon ◊ ◊ Adventure  
*Le Début Blanc* ◊ in white flacon ◊ ◊ Gaiety  
*Le Début Noir* ◊ in black flacon ◊ ◊ Sophistication  
 Each odeur in three sizes: \$5.75—\$7.50—\$12.50.

RICHARD  
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