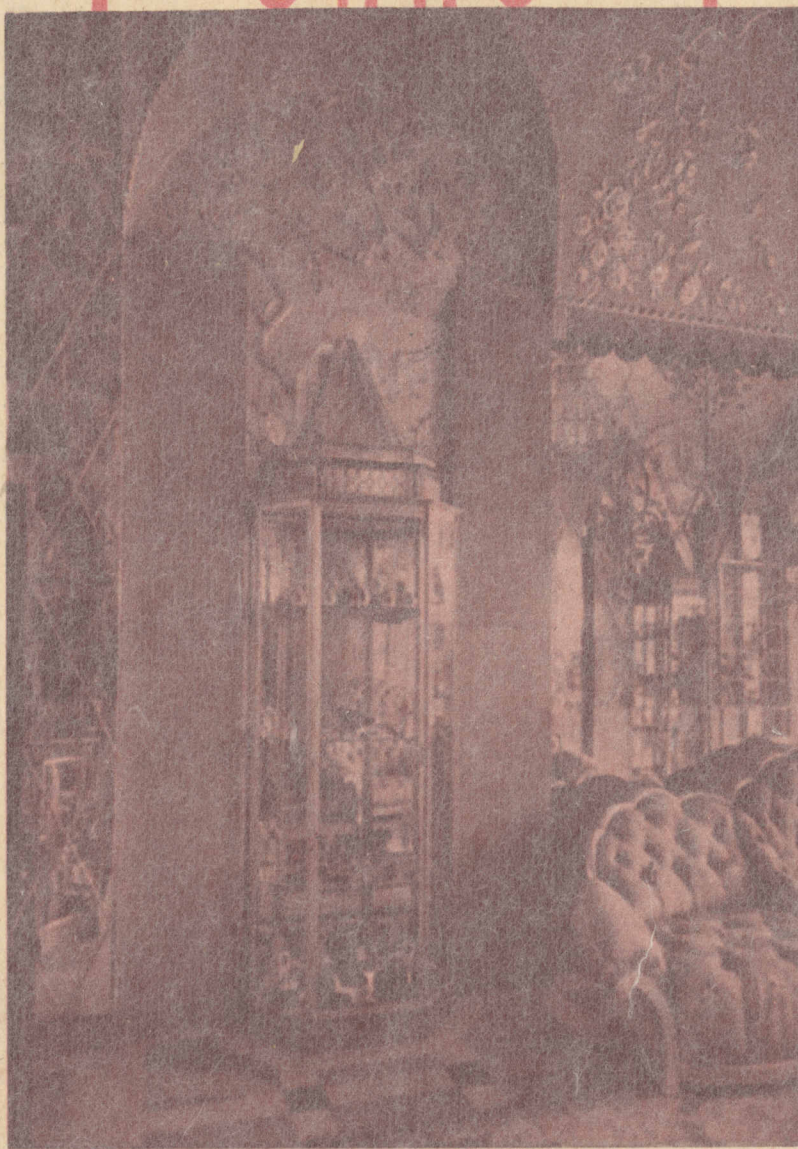
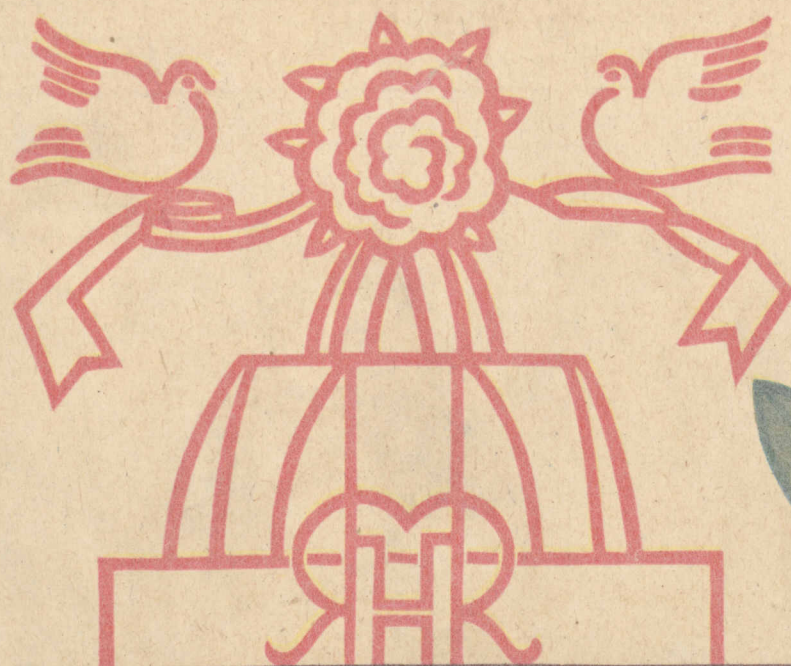
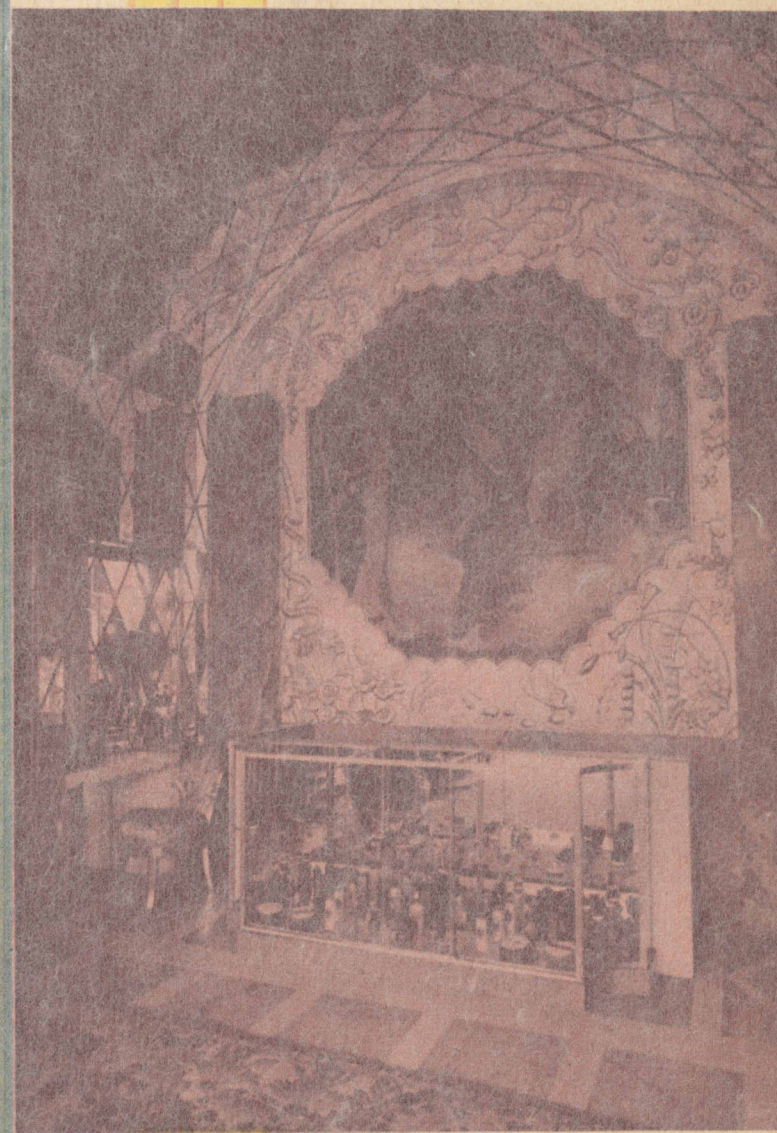




The salon of Richard Hudnut, 20 Rue de la Paix, in the heart of fashionable Paris. It was here that *Parfum le Début* was first introduced to an appreciative clientèle . . . Every ounce of *Parfum le Début* offered in America is made, sealed and packaged in the Paris *laboratoire* of Richard Hudnut.



The interior of the salon of Richard Hudnut. Exquisitely appointed with a decor in silver, crystal and soft pastels, creating an almost fairy-like loveliness.



One senses at once that here, in the decorations of the salon of Richard Hudnut, is a veritable triumph of the spirit of modern art. No wonder Paris was almost as captivated with its first glimpse of the salon as with its first introduction to *Parfum le Début*.

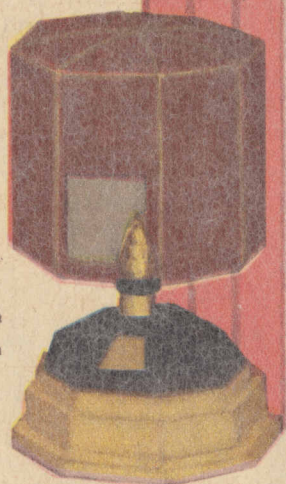
Today ROMANCE Tomorrow —

Today, Romance may beckon. Tomorrow, adventure. The afternoon may bring a blithe mood of gaiety and evening find you, indeed, la belle femme sophisticate.

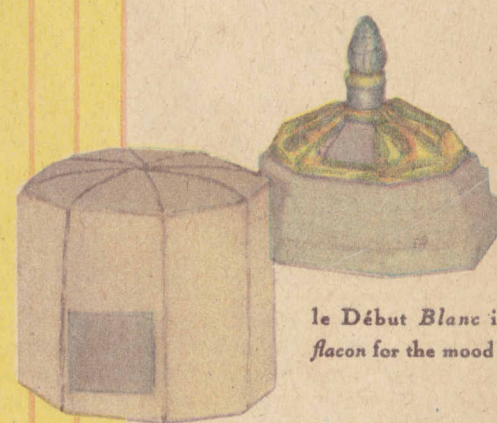
For each one of these four loveliest of feminine moods, le Début offers an exquisite and captivating odeur — a fragrance, subtly distilled, that has caught enchantingly the very spirit of each mood.

Here is a parfum de Paris, new, provocative, distinctive — sealed in the most exquisite and colorful little chalices that ever graced your dressing table. . . So, sometime, in your favorite shop, lift the stoppers from these four piquant petits flacons and explore the mystery and delight which each fragrance holds for you.

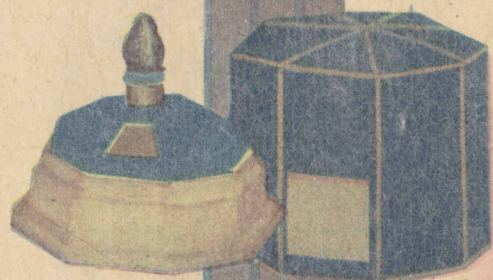
*Parfum le Début . . . in blue flacon . . . for the mood of Romance
Parfum le Début . . . in green flacon . . . for the mood of Adventure
Parfum le Début . . . in crystal flacon . . . for the mood of Gaiety
Parfum le Début . . . in black flacon . . . for the mood of Sophistication*



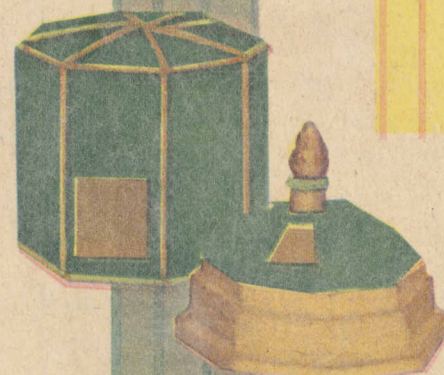
le Début Noir in black flacon for the mood of Sophistication



le Début Blanc in crystal flacon for the mood of Gaiety



le Début Bleu in blue flacon for the mood of Romance



le Début Vertin green flacon for the mood of Adventure

RICHARD HUDNUT
PARFUMEUR

NEW YORK

PARIS