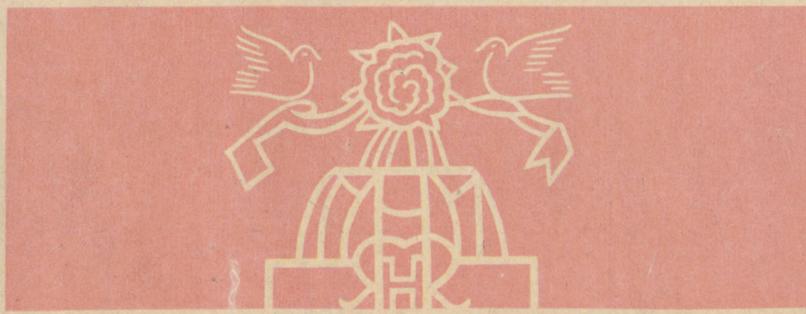




AT 20, RUE DE LA PAIX

Paris—even Paris—was captivated when Richard Hudnut opened his new Salon in the fashionable Rue de la Paix. Exquisitely appointed, a *décor* in silver, crystal and soft pastels weaving an enchantment of almost fairy-like loveliness—here it was that Richard Hudnut first introduced to a delighted clientèle his new *Parfum le Début*.

Now this provocative, Paris-created perfume is offered in America. Four delicate and illusive *odeurs*, one for each of the four loveliest of feminine moods and each caught in an enticing little chalice of a color that suggests its mood *particulière*. Indeed, you have but to step into any one of the better shops and lift the stoppers, one after another, from these enchanted *petit flacons* to sense the meaning of each subtle fragrance. . . .



RICHARD HUDNUT
PARFUMEUR

NEW YORK

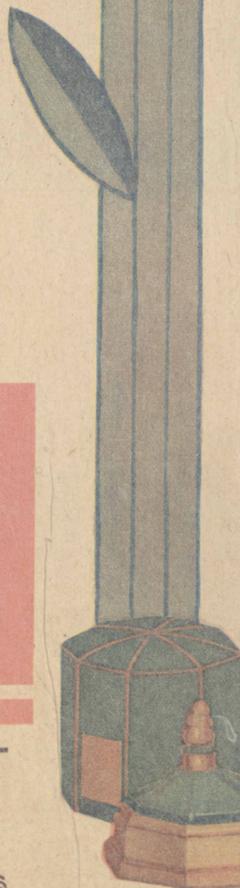
PARIS



le Début Noir in black flacon
for the mood of Sophistication



le Début Bleu in blue flacon
for the mood of Romance



le Début Vert in green flacon
for the mood of Adventure



le Début Blanc in crystal
flacon for the mood of Gaiety