

# Flattering Gifts for Christmas

## Beauty Gadgets Are a Tribute to Femininity

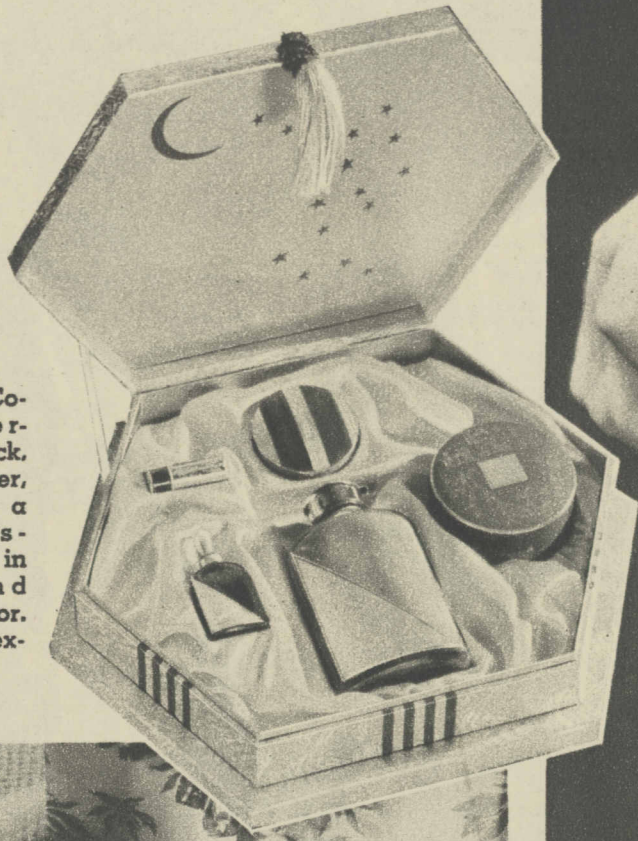
**B**EAUTY GIFTS are flattering gifts. The Santa Claus who lays a gift of perfume, of powder, of bath glorifiers, of beauty kits at the feet of his favorite person pays a subtle tribute to her femininity.

● In beauty gifts money doesn't matter. Inexpensive bath salts in a beautiful fragrance are as much of a tribute as a gold-fitted case containing all the creams and lotions the market offers. One cake of fine soap is as exciting to one woman as a quart of precious perfume would be to another.

● The beauty gift can be romantic, practical, or just a charming gesture. But no matter what its message, it's sure fire, women being what they are!

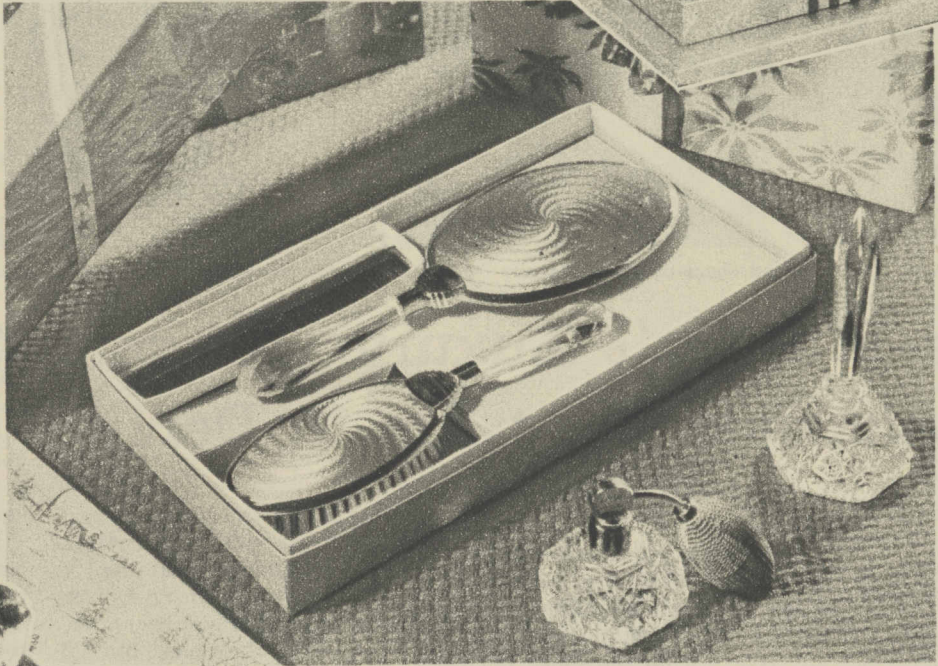
● Just to give you ideas, here is a pageful of the newest beauty gadgets and preparations.

At right: Cologne, perfume, lipstick, face powder, and even a compact, assembled in silver and blue splendor. It's most inexpensive.



Lucky is the lass who finds this lipstick tucked in the toe of the stocking she hung up the night before Christmas! It's a golden, bejeweled beauty containing not one but two lipsticks — one for day and one for evening.

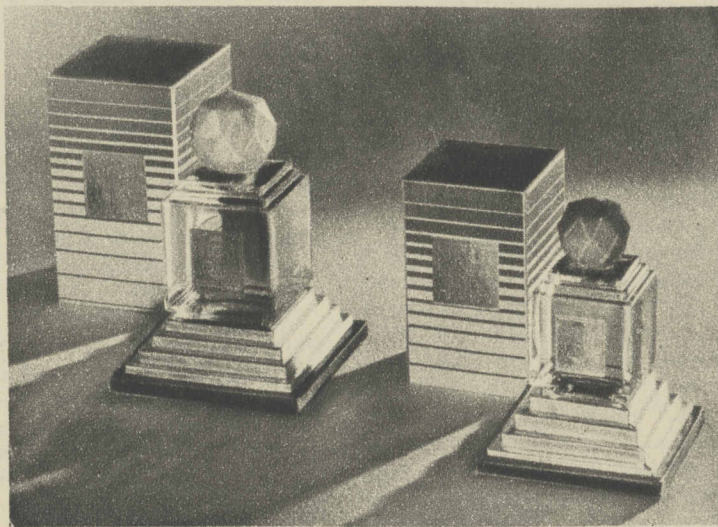
At right: Christmas loot to deck the dressing table: mirror and brush have backs of colorful enamel, handles of crystal. The comb is edged in enamel to match.



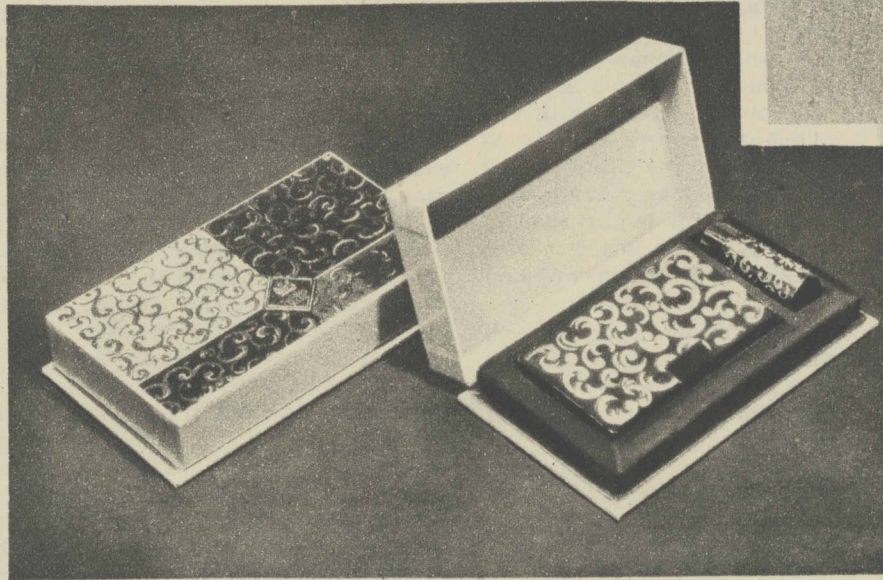
Below: A princely gift of tantalizing perfume in a crystal flacon that rests royally on a blue velvet cushion.



At right: The way to a woman's heart: Say it with perfume. This is a haunting, subtle fragrance for the woman of sophisticated tastes.



At right: For pale hands, pink tipped and well kept: A deluxe manicure kit of red leather, with lock and key to guard its contents. Two shades of polish to tint the nails, creams for the hands, and all the manicure tools are snugly fitted into its compact depths.



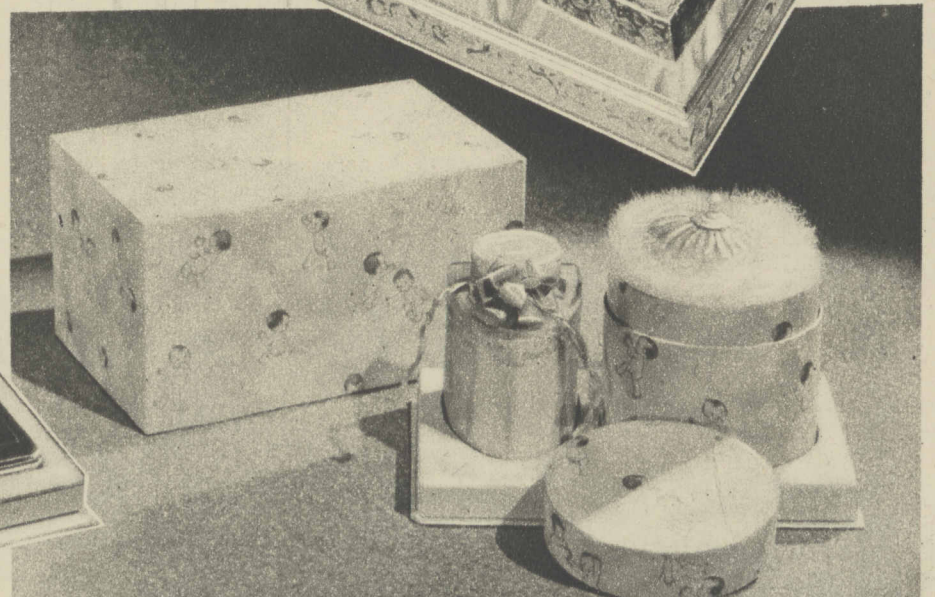
A smart twosome of lipstick and compact in dull gold with an allover plume design in white enamel relief.



At right: A fragrant family of perfume, powder, cologne, talc, and soap, all in the same brilliant, beautiful scent.



Evening vanities. At the left is an oval compact appropriate for this year of glitter because its finish is gold, its ornament a jeweled circlet. Next to it is a black-and-white ensemble vanity fitted with powder, rouge, lipstick, and a compartment for cigarets.



Scarlett O'Hara, literary heroine of the year, bobs up as a Christmas gift. The charming doll-like figure fits over a bottle of skin perfume. There is a wide choice of fine fragrances, and the price is low.

Beauty makes a bow to the baby. A big box of dusting powder and a jar of milk powder for her bath are in a choice of scents, and all are packaged in a gay blue box appropriately ornamented with sketches of her contemporaries.