



The Most Popular Cream in the World for Evening use

Social activities are always an incentive to "look your best." Many women know that there is nothing to equal the delicate, refined, soft appearance Gouraud's Oriental Cream renders to the skin. The arms, shoulders and complexion are blended into an entrancing, pearly beauty that will not streak or show the slightest effects of moisture or perspiration.

GOURAUD'S ORIENTAL CREAM

"Beauty's Master Touch"

is so subtle and refined in its effect, the use of a toilet preparation cannot be detected. It is very simple to use, no rubbing in, or messy treatments. Just a moment's time each morning assures you of possessing your "evening affair" beauty throughout the day.

Isn't it just as important to always appear at your best, as it is to look well for a particular occasion? Commence its use today, and learn how effectively the astringent and antiseptic action discourages blemishes, wrinkles, freckles, tan, flabbiness and muddy complexions. Made in white, flesh and rachel, also compacts.



Send 10c. for Trial Size
Ferd. T. Hopkins & Son,
MONTREAL

THIS BRINGS YOU NEW BEAUTY
Send for the Trial Size today! In just a few moments you can see for yourself how far superior Gouraud's Oriental is to face powders.

Trial Size Coupon
I enclose 10c for Trial Size. Send me White ()
Flesh () Rachel () (check which shade desired).
Name _____
Street _____
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BOUDOIR & POWDER PUFF



—Robert Simpson Co., Ltd., Toronto

Charming little French cabinet showing a complete line of the rare and exclusive "Violet" toiletteries from Paris. The exquisite fragrance of this perfume recalls the sweet, haunting scent of wood violets from which it is named

PERFUMES AND PERSONALITY

Perfumes Created by Molyneux—Worth
—Chanel—Mysteriously Attuned to Your Personality

By RACHEL HEHIR

IN THIS modern day when princesses are opening hat shops and famous actresses parading as mannequins—it only follows that renowned designers should interest themselves in perfecting rare and intriguing perfumes. Creative talent which has become world-famous in other branches of art—seems lured to the all-absorbing work of originating ideas to enhance the charm of the modern woman. Probably this is the reason that in the fine points of dress accessories—as in all else pertaining to her personal appearance—the smart woman of to-day is herself, somewhat of an artist. Her choice of perfume, for instance, betrays the connoisseur. In her presence one becomes vaguely conscious of a subtle fragrance—like the light breath of flowers, mysteriously individual, yet exquisitely attuned to her personality. It is to this exclusive taste that the renowned designers are appealing.

Who but a Molyneux—a Worth—a Chanel—could create such perfumes of subtle, haunting fragrance, exquisitely rare—yet so different, so individual?

Vers la Jour—is the charming name of a new perfume by Worth. It suggests the elusive scent of flowers from the woods. This line includes all the toilet requisites, so that one may enjoy its delicate fragrance in creams and pow-

ders—thus creating an atmosphere of perfumed, personal exquisiteness.

Chanel has created a line of toilet requisites bearing an individual fragrance. It is rare and exclusive—only for the favored few. There are Chanel face creams, powders, rouge, sachet and lip stick—each of these preparations being the best of its kind. And while beauty does not spring like magic, from a jar of cream, the Chanel products are pure and compounded with skill—so that when properly applied they should show good results.

Jeune Grosse by Molinard is another exclusive perfume with that haunting fragrance which makes a direct appeal to discriminating women. The Molinard toilet water, rose water and soap are in subtle harmony.

The perfumed boutonniere by Molyneux is a charming idea. These tiny nosegays are of carnations, violets, roses and other flowers popular for the button hole. They are scented with the famous Molyneux perfume, and are so realistic they might be the living flowers. In order to retain their scent, these small bouquets are wrapped in glazed paper—which is, of course, removed when the boutonniere is worn.

Upon receipt of a stamped, self-addressed envelope, Mayfair Information Service will be glad to furnish the names and addresses of the firms selling cosmetics mentioned in *Boudoir and Powder Puff*.



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Will give you new beauty instantly, a different kind of beauty, a warm, subtle, fascinating atmosphere that will make you more intriguing, more interesting, more lovely than ever before.

KISSPROOF flatters tremendously. Make the most of your beauty—get Kissproof today.

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