

HANS  
SCHLEGER  
(ZÉRO)

CRAWFORD'S ADVERTISING AGENCY

HUDNUT

- P U D E R
- C R E M E S
- P A R F U M



THREE FLOWERS • LE DÉBUT • GEMEY

NICHT NUR BEWUNDERN sollten Sie die Meisterschaft, mit der die Amerikanerin die Schönheit ihres Teints pflegt und betont! H U D N U T präparate - seit 50 Jahren bevorzugt von der anspruchsvollsten Frau der Welt - stehen auch zu Ihrer Verfügung: Ihr Friseur und jede gute Parfümerie führt H U D N U T. Rein, erlesen, edel, mit dem herb-zarten Duft gepflegter Weiblichkeit.

**H U D N U T**  
H E W Y O R K

## PICTURES FOR WOMEN — WORDS TO WOMEN —

If we attempt to follow the publicity measures of the cosmetic industry, we shall make the discovery that for these manufacturers the idea of beauty is synonymous with the conception of youthfulness. One might almost imagine that for the cosmetic industry, no woman over twenty years of age ever came into question as a consumer. It seems to me that here is a grave fault, and the advertisements created by Hans Schleger (Zéro) for the firm of Hudnut through the agency of Crawford's, provide me with the welcome opportunity of uttering a few fundamental opinions upon this theme. Youth is something we would all like to possess, beauty is something which we all covet. Youth can at the best be conserved, but beauty is something which can always be created at any age.

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RICHARD HUDNUT AG · BERLIN CHARLOTTENBURG · KAISERIN AUGUSTA ALLEE 8