

The Dowager's Advice to the Flapper



I thought of you this morning, my dear, when I read some very old letters that I keep in the blue morocco case in my safe. They set me thinking of the days when I was just as you are now—young and fresh, and with life reaching out a vivid, gay hand to be my playmate. And I thought of you, my dear, and I said 'Bless her heart, I'll tell her how to keep her lovely skin unspoiled.'

"I recall the days when, years and years ago, my Mother first took me to Paris. In those days one had to go to Paris to get those aids to beauty which every fashionable woman requires. At first I was a mere spectator. Yet I dimly recall the courtly old gentleman, Monsieur Violet (Ve-o-lay), with his kindly old face, telling my mother about this and that, his latest creations inspired by and dedicated to the reigning beauties of the day, queens, princesses and ladies of fashion. We used to go to this shop, the shop of Monsieur Violet (Ve-o-lay) at 29 Boulevard des Italiens and there, once a year, we would buy such things as we needed for our toilette table for the entire year and as gifts to a few intimate friends.

"Later on I had a more active interest in these yearly trips, and myself bought from the Violet shop those things which the Parisiennes bought there, the perfumes and the little articles of luxury and refinement that every woman must have.

"For a soap, it was never anything but Monsieur Violet's No. 51 Soap Cold Cream (Solidifié). In all these years it has never failed me or disappointed me. For a cream we used Ambre Royal when we wanted a disappearing cream and Mealys as a cleansing and cold cream. For powder we bought Ambre Royal for its pureness and for its delightful perfume. These are but a few of the dozens of articles which we found there at the shop of Violet

on our yearly visit and it was a delight to go there and shop where the variety was so large and the quality so distinctive.

"Today, my dear, you do not have to go to Paris, for the Ve-o-lay toilette luxuries are now on sale. I have found out, throughout all the United States in the fine shops. My mother patronized the Violet shop for years and years before I felt the need of such things. I myself have known it for thirty-odd years and now you, too, will learn about it and love it.

"Your mother tells me, my dear, that she is taking you to Paris next year. But I urge you most strongly not to wait until then to try goods of Monsieur Violet (Ve-o-lay), but go now, today, to your favorite store in New York or in your home town and ask for the article you want, specifying Violet, and, of course, pronouncing it Ve-o-lay.

"What a romance, my dear. Conceive a business founded by a royalist back in the day of Napoleon and Josephine. It was then that Monsieur Violet (Ve-o-lay) adopted the Napoleonic bee with the phrase, 'A la reine des abeilles' beneath it as a *marque de fabrique*. Think of it going through the difficulties of all the times since then, always having the reputation of creating only the most wonderful and dependable requisites for the toilette. If you want to know more about the Ve-o-lay merchandise, and it is every woman's duty to know about it, why don't you write to their importers—the Frank M. Prindle Company, at 71 West 35th Street, New York City, and have them send you their beautiful little booklet which tells all about the Violet (Ve-o-lay) toilet requisites? You will find it very instructive and entertaining. Incidentally, my dear, now that Christmas is so near, don't forget that anything marked Violet (Ve-o-lay) makes a most exquisite gift."



Ambre Royal: a perfume created for queens. In the magic of its sweet breath lies charm and delight. Face powder at \$2.50; Talcum, \$1.00; Cream (vanishing), \$1.75 in jar; Soap, \$1.75 each cake; Extract, \$3.75; Toilet Water, \$2.50; Eau Vegetal, \$2.25; etc.



Prelia: one of the more recent of the Ve-o-lay creations, delicately reminiscent of the old courts of France. Face powder at \$4.50 and extract at \$11.50.



Mealys: Mealys is a cold cream whose sweet scent conjures up the very spirit of spring and youth. In tubes at 75c. and in jars at \$1.50.



Altys: latest creation of them all, considered to be the foremost perfume of France. Face powder at \$4.50 and extract at \$12.75.



No. 51 Soap Cold Cream (Solidifié): This is the soap which the woman who tells the story bought in Paris long ago. It combines cleansing and softening qualities. Each cake, \$1.00.

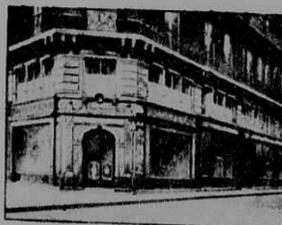


Charmose: another recent Ve-o-lay creation that somehow suggests the Orient. Face powder at \$2.00 and extract at \$7.50.

VIOLET

[PRONOUNCED VE-O-LAY]

The name of a Perfumer, not a perfume
29 BOULEVARD DES ITALIENS, PARIS, FRANCE



The Violet (Ve-o-lay) Shop at 29 Boulevard des Italiens, Paris, France.