



PALM trees, glittering shop windows, sunshine and an azure sea . . . what could be the Riviera without them? Yet society at Cannes is scarcely complete without the presence of that delightful English woman, Lady Ursula Hetherington*. Her beauty is radiant as the dawn. ♦ ♦ Lady Ursula's dressing-room holds one precious product that unlocks partly the secret of her perfect skin. It is a delicate toilet soap, Yardley's Old English Lavender—so pure, so fragrant, so stimulating that for three half-centuries it has been used exclusively by the finest English families. ♦ ♦ Yardley's sheer face powder, Lady Ursula employs to protect her complexion from weather of every kind—fragrant as the soap, with the cool perfume of lavender. Yet these are but two of the famous Yardley products. England's best, they are obtainable anywhere in America. Yardley's Old English Lavender Soap, "The Luxury Soap of the World," box of three cakes \$1, or 35c the cake; "Old English Lavender," in sprinkler bottles from \$12 to \$1; Face Powder, \$1; Compact, \$1.25; Talc, 50c; Sachet Tablets, 25c; Shampoo, 15c the cartridge; Bath Salts, \$1; Dusting Powder, \$1.50. Yardley, 8 New Bond Street, London; 452 Fifth Avenue at Fortieth St., New York; Toronto and Paris. *Out of deference to our clientele we have refrained from using actual names.

Yardley's Old English Lavender Soap



Lavender Soap, box of three cakes \$1, 35c the cake; "Old English Lavender," \$1; Face Powder, \$1.

Established 1770