

BY APPOINTMENT TO HER MAJESTY  
THE QUEEN OF ENGLAND



# Fragrance

BY YARDLEY



A complete Yardley exhibit has been established on the second floor of the General Exhibitions Building, at A Century of Progress. Here you may see (and sample) Fragrance and other Yardley preparations. Yardley extends a cordial invitation to you to inspect the display.

## TOMORROW'S PERFUME FOR TOMORROW'S WORLD

A STRANGE new world . . . mad as a whirling dervish, and enchanting as a dream. But however new and strange it is, a woman will still fashion it to her secret ends (even as Circe, Poppaea, and Helen). She will change herself a little, but she will change her weapons much. And of all her weapons none is more subtle, none more effective than the clinging scent of the perfume she uses. There is a new perfume from Yardley of London: as baffling and new as this brave new world . . . as brilliant, as impetuous, as interrogative as her life itself. It is called, very simply, "Fragrance"; and it is, above all else, a perfume of and for tomorrow's world. "Fragrance" is priced at one dollar and ten cents, two dollars and twenty cents, eight dollars and twenty-five cents, and there is also a face powder, "Fragrance," at a dollar ten. Yardley & Co., Ltd., British Empire Building, 620 Fifth Avenue, New York; in London, at 33, Old Bond Street; Paris, Toronto, Sydney.