

Complexions rare as any gem

LEARN FROM THE ENGLISH WOMAN THE SECRET OF HER RADIANT SKIN

NEVER more beautiful than at evening, when the hard brilliance of artificial light demands the utmost of a fine complexion, the English woman sets a standard of beauty that the entire world has envied. Her skin is flawless, her coloring perfect, her grooming exquisite to the least detail. There is no magic to account for this . . . unless one simple rite of daily care be magic. But the English woman is fastidious in the extreme about the preparations she uses. One soap: Yardley's; one cream: Yardley's; one powder: Yardley's . . . all with that lovable fragrance of English Lavender. And all available to you.

Eight generations of well-groomed women confirm your choice of Yardley's English Lavender Soap. For a hundred and fifty years its gentle, refreshing care has guarded complexions famous for their beauty. And



Photograph by Eric Gray, London

now that we need a cream to supplement our soap and water cleansing, comes English Complexion Cream, three creams in one. A cleansing cream, to sink to the very depths of our clogged-up pores. A nourishing cream to repair, while we sleep, the ravages of day. A powder foundation to be put on and then washed off in water. All these in one. Then, for the finish, English Lavender Face Powder, subtly shaded and delicately fine, in six well-blended tints.

But for the complete story of English beauty, write for our booklet, "Complexions with an English Accent." It is free. Yardley & Co., Ltd., 452 Fifth Avenue, New York City; in London, at 33 Old Bond Street; also Toronto and Paris.



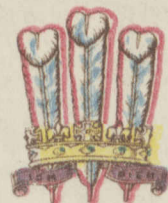
YARDLEY'S ENGLISH LAVENDER . . . THE LOVABLE FRAGRANCE THAT DISTINGUISHES ALL THESE EXQUISITE PREPARATIONS

ABOUT English Lavender there is a sweet, cool fragrance that no other perfume has ever caught . . . a delicacy and gentle wistfulness. An enduring winsomeness, if you will. For many perfumes have come and gone in fashion's capricious train, but only this one has remained in permanent favor. Only this English Lavender of Yardley brings with it the tradition of a century and a half of increasing popularity. . . . The English gentlewoman is born to the use of Lavender. Eight generations of radiant women have taught her its subtle charm. Now, she shares its beauty with America. For all these preparations are available here. The Lavender, itself, is \$15 to \$1, in various-sized bottles.



YARDLEY'S ENGLISH COMPLEXION CREAM, to cleanse, nourish and protect your skin. It is also used as a powder foundation, and can be washed away with water. \$1.50. Yardley's English Lavender Face Powder in six skilfully blended shades, \$1. Yardley's English Lavender Soap for complexion and bath. Bland, cooling, refreshing. Box of 3 cakes, \$1, or 35c a cake. Bath size, 50c. Guest, box of 6, \$1.

BY APPOINTMENT
TO H. R. H.



THE PRINCE OF
WALES

YARDLEY'S ENGLISH LAVENDER