

*To care for her lovely skin,  
the English Woman relies  
upon this Soap and Cream  
and Powder*

AN ARDENT LOVER of sports, the smart English woman fills her day to the brim with zestful doing. She may start the morning with a canter through Richmond Park, while afternoon will see her taking off for Paris. With life at this swift tempo, she has no time for the elaborate beauty ritual. One simple, effective treatment serves all her needs—preserves the radiant complexion for which she is renowned. It is the famous Yardley ensemble of soap and cream and powder—those only.

To begin, there is Yardley's English Lavender Soap for shampooing the face and neck. Its cooling fragrance is a revelation. It is followed by Yardley's English Complexion Cream to complete the cleansing, to dislodge the impurities which seem to elude even the most penetrating lather. The cream is removed with a cotton pad saturated with lavender lotion or your own especial astringent. Now your skin is ready for the second coating of English Complexion Cream, which remains on all night to soften and nourish the tissues.

In the morning, this same cream becomes your powder foundation. Let your skin absorb as much as it will; then wipe away the surplus with *water and an ordinary wash cloth*, or with cotton and tonic, or simply with tissues. Yardley's English Lavender Face Powder will cling perfectly to the fine, invisible film that remains.

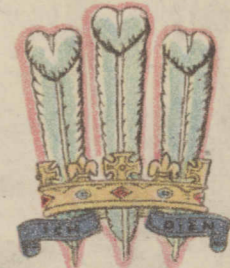
The secret of the English complexion is yours; the Yardley ensemble awaits you in your nearest shop. A complete collection of Yardley toiletries may be had, ranging from English Lavender, with its cooling, soothing fragrance, to the delightful bath salts and dusting powder. Send for our booklet, "Complexions with an English Accent." It is free.

Yardley & Co., Ltd., 8 New Bond Street, London; 452 Fifth Avenue at Fortieth Street, New York City; also Toronto and Paris.

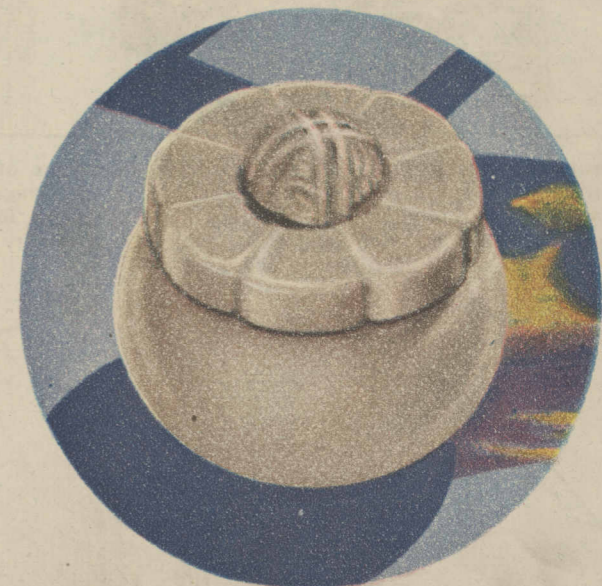


*Hoedt, London*

BY APPOINTMENT  
TO H. R. H.



THE PRINCE OF  
WALES



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. In an exquisitely designed pot, \$1.50.



Yardley's English Lavender Face Powder in four skilfully blended shades to accentuate the charm of your own coloring. The price is \$1.



Yardley's English Lavender Soap for bath and complexion. Bland, cooling, cleansing, refreshing. Box of 3 cakes, \$1, or 35c a cake. Guest size, 20c a cake. Bath size, 50c a cake.

*Yardley's*



*English Lavender*  
"The Lovable Fragrance"