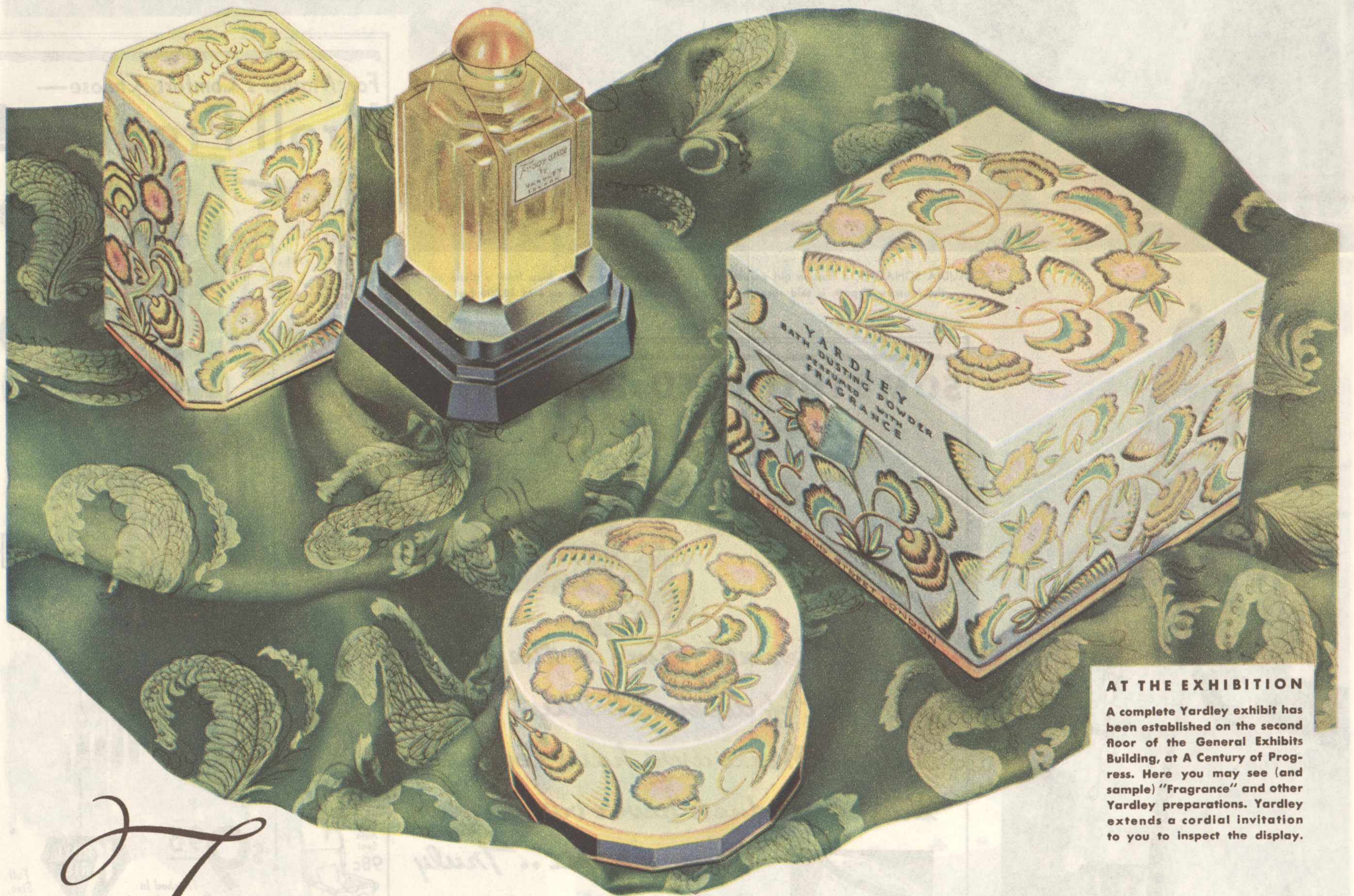


BY APPOINTMENT
TO HER MAJESTY
THE QUEEN OF ENGLAND

A perfume with tomorrow's swift, exotic allure

THE world today is very mad, and very, very enchanting. It is a world which, looking to the future, turns its back on all the old, unhappy things. It is *tomorrow's world*. To a woman there is nothing quite so expressive of her mood, its color and rhythm, its tempo, its accent, as the subtle, drifting scent of the perfume she uses. And Yardley has made her a new one, called, with deceptive simplicity, "Fragrance." As clearly as in a crystal, "Fragrance" mirrors all the strange and glowing beauty, all the swift, exotic allure of this fabulous world we live in. For "Fragrance" is tomorrow's perfume, even as the world that is building now is more tomorrow's than today's. There is also a face powder, "Fragrance," and a dusting powder. The perfume is priced at \$1.10, \$2.20, \$4.00, and \$8.25; the face powder at \$1.10, and the dusting powder (a large box, with lamb's wool puff) at \$1.65. At leading stores in Chicago and elsewhere. Yardley & Co., Ltd., British Empire Bldg., 620 Fifth Avenue, New York; in London, at 33, Old Bond Street; and Paris, Toronto, Sydney. SEE THE YARDLEY STALL, GENERAL EXHIBITS BUILDING, SECTION FOUR, AT A CENTURY OF PROGRESS



AT THE EXHIBITION

A complete Yardley exhibit has been established on the second floor of the General Exhibits 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.

Fragrance

BY YARDLEY