

BY APPOINTMENT  
TO H. R. H.THE PRINCE OF  
WALES

# With *Bond Street* just around the corner... choose these exquisite *gift toiletries* by *Yardley*

How the memory of London's Bond Street lingers . . . the elegance of its small, exclusive shops . . . the luxury of the toiletries you bought at Yardley's. Now you may obtain that same exquisite fragrance anywhere in America . . . as close as the nearest store . . . Bond Street, just around the corner.

At Christmas time, especially, you will appreciate the Yardley Holiday Gift Sets . . . the perfect answer to "What shall I give?" The cool fragrance of Yardley's English Lavender has only recently been available in America, but England has known and loved it for eight generations. English women, world-famous for their rose-leaf complexions, have used only Yardley's . . . the mild and stimulating soap, the fragrant, clinging face powder, the whole luxurious collection of lavender.

The gift sets are as simple or as elaborate as you wish, ranging from \$1.25 to \$12. Packaged smartly in green and gold, they speak softly of old-world sophistication. Yardley & Co., Ltd., 8 New Bond Street, London; 452 Fifth Avenue at Fortieth Street, New York City; also Paris and Toronto.



ABOVE, a set for women which contains Yardley's Old English Lavender Soap, Face Powder, Lavender, Compressed Sachet Blossoms and Talcum Powder. The price is \$6.50.

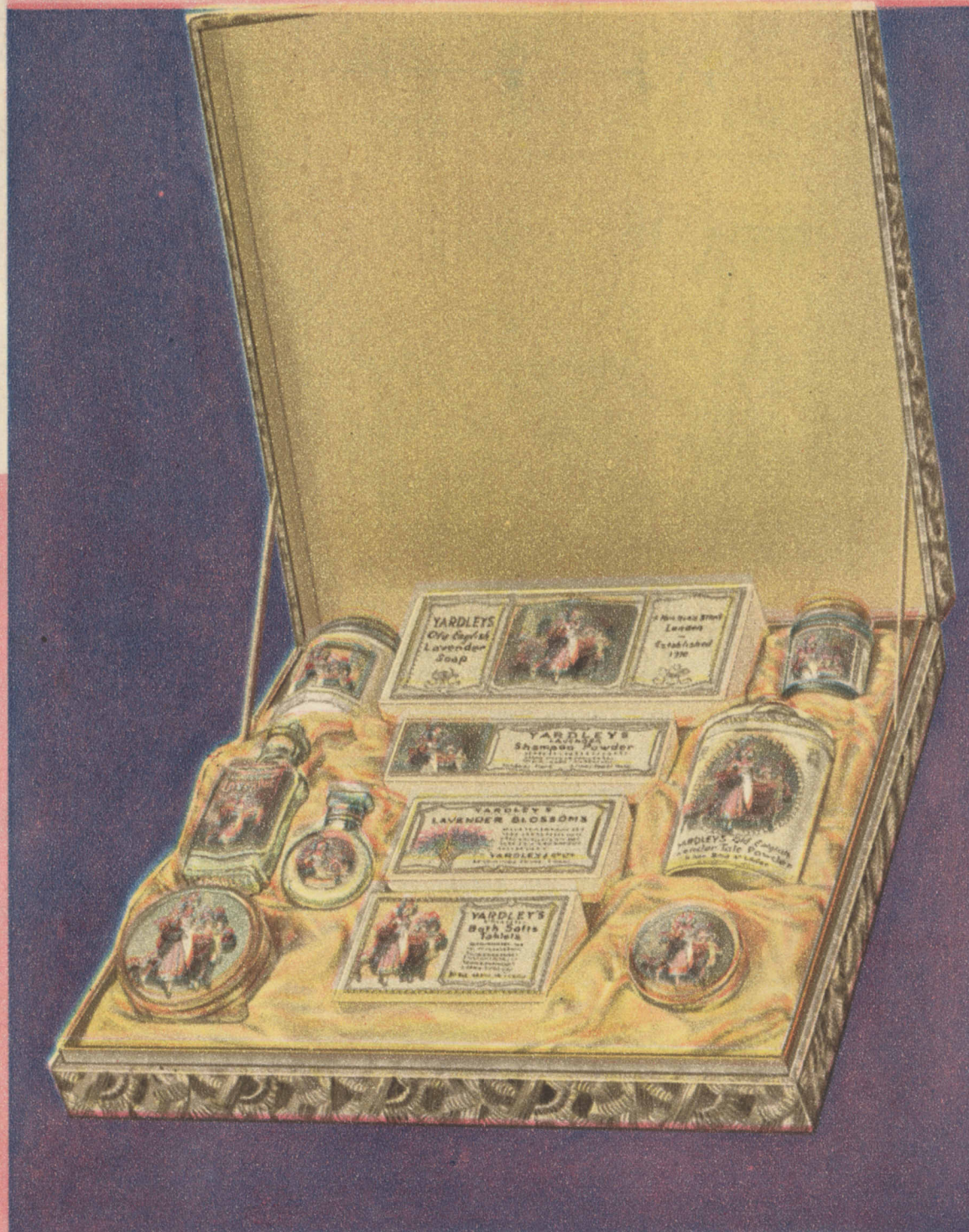


ABOVE, the refreshing "Salts and Soap" set. It contains a large bottle of Bath Salts Crystals and one cake of Soap. The price is \$1.50.



ABOVE, a luxury to make an occasion of one's bath: Soothing lavender bath crystals; dusting powder of the finest texture, with lamb's wool puff; two cakes of Yardley's English Lavender Soap. The price is \$4.

BELOW, "The Gentleman's Package," a fine gift for men. It contains one bowl of Shaving Soap, one bottle of Shaving Lotion and a tin of Talcum Powder. The price is \$3.25.



ABOVE, The Compendium Set, containing the complete Lavender series, Cold Cream, Toilet Soap, Face Cream, Lavender, Shampoo Powder, Talcum Powder, Smelling Salts, Compressed Sachet Blossoms, Face Powder, Bath Salts and Compact. The price is \$12.



ABOVE, two appreciated Yardley toiletries appear in this gift box—the famous Lavender and a Face Powder Compact. A package whose appeal is all out of proportion to its reasonable price of \$2.

BELOW, soap, face powder, talcum and lavender. A delightful ensemble for the friend one wishes to remember quite specially. Only \$3.25.



## Yardley's



## English Lavender