

**"BEAUTY THAT RIVALED
THAT GLORIOUS ENGLISH DAY"**

"Both Dee and her youngest (and by the way, she is now eighteen) were in that inevitable top rail row that is usually dominated by our younger sisters. If she had only affected just a bit more adolescent boredom I should never have detected her. For, true to England, both mother and daughter had complexions that rivaled that glorious English day for clear, fresh beauty."

—From the letters of an English traveler at home.

*There is a new and
lasting freshness for your
skin in this English
complexion treatment*

FOR THE clear and natural freshness of her skin, for her vibrant color, the English woman is famous throughout the world. It is significant that she uses only a few cosmetics. But it is more significant that those few are invariably the best—Yardley's.

Yardley's English Complexion Cream, Yardley's English Lavender Soap, Yardley's English Lavender Face Powder—here is her effective beauty treatment. Yardley's soap is for the initial cleansing of her face. Yardley's Complexion Cream follows, to coax out any lingering bits of imbedded dust. Then Yardley's English Lavender Face Powder to protect the new and lovely freshness of her skin. Soft, cooling, smooth, and delicately scented, it heightens the natural radiance of her beauty. English Complexion Cream is also a nourishing cream for use at night and a foundation cream for powder. Used as a powder base, it is to be put on liberally and then *washed off in cold water*. Just enough remains to retain your powder perfectly.

Use Yardley's faithfully. Your mirror will reveal to you a new beauty—sure and poised, but at the same time, unstudied, the sort of beauty that has always been the preference of the gentlewoman. You will find these three attractive Yardley toiletries at your favorite store. Yardley & Co., Ltd., 8 New Bond Street, London; 452 Fifth Avenue at Fortieth Street, New York City. Also Toronto and Paris.



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 jar, \$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"