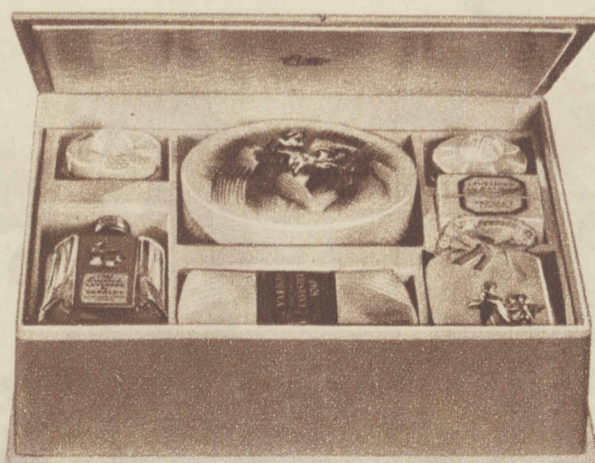


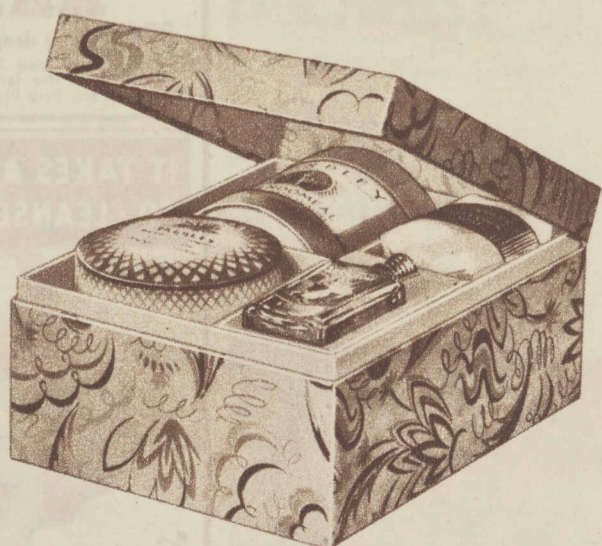
A shower of fragrant memories—Yardley's English Lavender, in Talcum, Sachet, in a little Flask, and in a large tablet of the luxury Soap of the world **\$1.85**



The delicate fare of the English Complexion—English Lavender Soap, Powder, and two Creams, combined with the young loveliness of English Lavender Perfume, Bath Tablet, and Sachet **\$2.95**



"The Travel Kit"—an exquisite thought of you she can tuck in her bag or bureau drawer. The gold-topped Lavender Flask, with Bath Salt Tablets and luxurious English Lavender Soap **\$1.65**



For her own bathroom, a thoughtful assortment of personal luxury. Yardley's famous Lavendomeal with Lavender Soap, a great container of misty Lavender Dusting Powder and gold-topped Lavender **\$4.40**

BY APPOINTMENT TO HER MAJESTY
QUEEN MARY

ROYAL GIFTS FOR MOTHER'S DAY!

Gifts charmingly, poetically youthful with the lovely old-world fragrance of English Lavender. Distinctively, flatteringly feminine—to honor the Gentlewomen dearest to you a week from today—MAY 8—with the most distinguished toiletries—the most sought after "English Complexion" beauty care to be found anywhere. Shop early in the week at any fine store nearby for quantities are limited. And you may select as your purse advises—the truest compliment to her and to the day—resting assured that from the tiniest lipstick-treasure to the most magnificent cases (\$1.10 to \$35) each Yardley tribute says "Perfection" to any queen-mother in the world.

YARDLEY OF LONDON



"Beauty Secrets from Bond Street" to make mothers (and daughters) even lovelier than they are. Every woman longs to try this treatment, so a Beginner's Box in miniature sizes makes an intriguing little gift **\$1.85**



To show her that she deserves the best, three great bath-size tablets of the luxury Soap of the world—Yardley's English Lavender—with months of creamy, fragrant luxury-lather in each one **\$1.65**

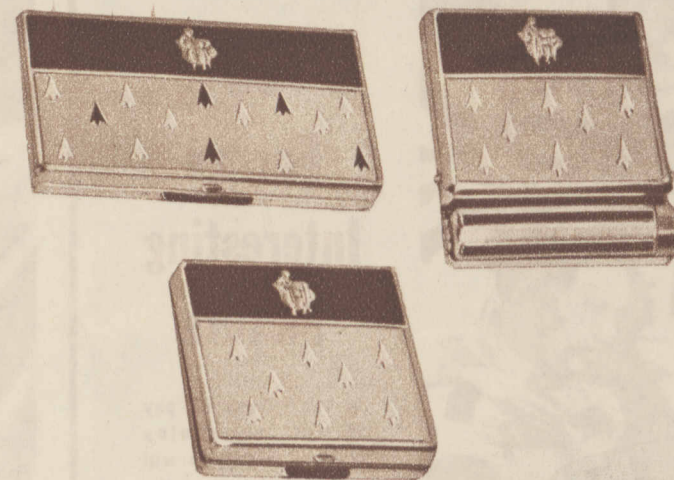


Mothers who are also hostesses appreciate the nicety of these individually packed Bath Salts Tablets for the guest room as well as for themselves. Twelve in a charming box **\$1.10**



Lovely Lavendomeal or exquisite Bath Dusting Powder from Yardley of London make handsome Mother's Day offerings in themselves, for mothers of any age.
Lavendomeal, in a wooden drum . . . \$1.10. Triple size, \$3.00
Bath Dusting Powder, with puff . . . \$1.35. Large size with angora puff **\$3.50**

Perhaps the loveliest remembrance of all—romantic, youthful English Lavender, beloved by today's debs and yesterday's belles alike.
The quaint glass bottle with atomizer **\$1.95**
The magnificent cut-glass decanter **\$13.20**
(Other containers, \$1.10 to \$35)



Tributes in a royal mood indeed . . . Yardley's exquisite Compacts, bearing England's heraldic ermine design. In black, gold and white enamel. Square single compact **\$1.85** with cake or loose powder \$2.50
Double, with cake or loose powder \$3.50
Triple, with cake powder (with loose powder, \$3.75) **\$4.25**
Triple, with extra lipstick (with loose powder, \$4.50)