

Yardley products for America are created in England and finished in the U.S.A. from the original English formulae, combining imported and domestic ingredients. Yardley of London, Inc., 620 Fifth Ave., N.Y.C.

Doll by Madame Alexander



To capture and keep that fragrant, feminine feeling



Crushed Carnation

April Violets

Red Roses

Lotus

A wonderful way to begin is with Yardley Soap. Made from an exclusive formula, it has a gentle, rich lather, a rich lingering scent—leaves you feeling fresh, fragrant, for hours after bath or shower.

Box of 3, from \$1.50. **YARDLEY**