



NOBODY CAN POSSIBLY FEEL FRIVOLOUS
 WITHOUT A LIPSTICK. AND NO FRIVOLITY
 IS SUCCESSFUL UNLESS IT IS CHIC..
 THE ANSWER IS OBVIOUS:

GUERLAIN

NEW YORK
 570
 MADISON
 AVENUE

IN THE CHIC RED LEATHER CASE
 FAMILIAR TO THE FASTIDIOUS

PARIS
 60
 CHAMP
 ELY/EE/



R. L. LEONARD

Dorland Advertising Agency

Guerlain Perfumery