



NOT THE MOST COSTLY PERFUME IN THE
WORLD, NOR YET THE GREATEST BARGAIN.
MERELY THE BEST. FOR, TO THE INGREDIENTS
COMMON TO ALL GOOD PERFUMERS,
WE MAKE THE TRIFLING ADDITION
OF A CENTURY'S EXPERIENCE.
IN PLEASING THE
FASTIDIOUS.

Dorland Advertising Agency

R. L. LEONARD

Guerlain Perfumery

THE ETERNAL TRIANGLE

THE CHAIRMAN

THE VEIL

FROM the double angle,
Hazles are the thing.
Naturally enough he is
interested in getting the
right-angled angle! What is
it in Bohemian? Price? Not
Wool? Not Style? Yes! Yes!
Yes! The woman's angle is
style—merit. She wants
color, beauty, novelty. She
wants the most fashionable
spread she can find, and
she'll go to the store
that offers it first.

They have the magic
of the new, the fashionable,
the smart. They complete
the Eternal Triangle and
carry it with style. The
same story is widely adver-
tised to your best customers.
We also offer you every
help in purchasing the art
of Stevens Spreads in your
store. Order from
your wholesaler.

\$500

Stevens Spreads
WHAT THE WELL DRESSED BED WILL WEAR

Stevens Spreads

WHAT THE WELL DRESSED BED WILL WEAR

R. L. LEONARD
Homman & Tarcher, Inc.
Stevens Spreads