

sentences which do not comply with the most elementary requirements of an appealing style. They simply cannot write, at any rate, not to the purpose. The art of the text-writer resembles that of the witty anecdotist. It is clear that one must not anticipate the point—above all, when you have only one with which to drive home your effect.

"In fountain-pens too, women's preferences are different from men's"—the sentence is no revelation of a new truth, but it does reveal a significant tendency. The objects on offer can always be regarded from more than two aspects and the people to whom these things are to appeal, objectively and subjectively are still more many-sided: it must be possible to play with many variations on an instrument of so many strings! Many roads lead to Rome and which way you take is a matter of convenience. It is a matter of spiritual atmosphere, of individual conditions and of the company you keep. The shortest way is not always the best, the farthest often the most effective.

1930, 1931

"Fragrance" is the exquisite new preparation from Yardley of London. The perfume, 15/6, 10/6, 5/6 and 2/6. The skin cream, 10/6. Face powder in tin, 5/6 and 2/6. Toilet soap, 10/6, 5/6 and 2/6. Each bottle, 10/6 each, double package, 15/6.



COLOR
AND
RHYTHM
OF
TOMORROW'S
WORLD
IN
THIS
NEW
PERFUME
FROM
LONDON

FRAGRANCE BY YARDELEY

Miracles in steel and glass . . . gleaming towers thrusting upward past the very clouds . . . time and space and distance swept away; tomorrow's world, fabulous, inevitable, and closing in upon you even today, but for all the scientific grandeur of the times, a lady's mission is still to be romantic; she still has need of those ancient allies, mystery and glamour. Yardley has made her a new perfume . . . brilliant, thrilling, and more than a little exotic . . . less of today than of tomorrow, less of the present than the future. It may be that only a few women will wear Fragrance this season, while it is still so new. But next year many will wear it . . . and that will be the measure of its enduring charm. Yardley & Co., Ltd., British Empire Building, New York; in London, at 33, Old Bond Street; Paris, Toronto, Sydney.



Four cosmetics advertisements

The events illustrated would be in themselves trivial, but by their highly artistic form in conjunction with the excellent typography they create an atmosphere exercising influence on the cultured.

FRAGRANCE BY YARDELEY



TOMORROW'S PERFUME FOR TOMORROW'S WORLD

"Fragrance" is the exquisite new preparation from Yardley of London. The perfume, 15/6, 10/6, 5/6 and 2/6. The skin cream, 10/6. Face powder in tin, 5/6 and 2/6. Toilet soap, 10/6, 5/6 and 2/6. Each bottle, 10/6 each, double package, 15/6.

A STRANGER new world . . . and in a whirling dervish, and exhilarating as a dream, but however new and strange it is, a woman will follow it to her secret ends (even as Cleopatra, Poppaea, and Helen). She will change herself a little, but she will change her weapons. And of all her weapons none is more subtle, more more dangerous than the clinging mist of the perfume she uses. There is perfume from Yardley of London, as strange and new as this brave new world . . . as brilliant, as impetuous, as interrogative. Be itself, it is called, very simply, "Fragrance" . . . and it is, above all else, a perfume of and for tomorrow's world. . . . Yardley & Co., Ltd., British Empire Building, 629 Fifth Avenue, New York City; in London, at 33, Old Bond Street; and Paris, Toronto and 25

