

Face the day with  
“4711” Genuine Eau de  
Cologne . . . and emerge  
from your morning  
rites of renewal  
radiant and ready

8°4711.

*Genuine*  
*Eau de*  
*Cologne*

BLUE & GOLD LABEL

Made to the secret  
recipe of 1792



By Appointment to  
The Prince of Wales  
1930-1936



Bottles  
from  
2/6  
to  
52/6

