



Before you buy another can of talcum---

Ask yourself this—why is more Mennen's Talcum used for babies than any other kind?

Why do mothers, the world over, prefer it for the delicate, sensitive skins of their children?

Why is it the talcum that doctors and nurses endorse?

That there is no talcum like Mennen's is more than a mere belief handed down from one generation to the next.

The Mennen formula has never been successfully duplicated. It is the pioneer, original Borated Talcum, and is to-day the standard of comparison among talcums.

For prickly heat, rash, eczema, tender, raw skin and chafing, Mennen's is bringing relief and

comfort to millions of babies all over the world. Give *your* baby the benefit of the exceptional soothing and healing properties of the Mennen formula.

For sale by more than 20,000 dealers.

Mennen's Talcum can now be obtained in a variety of tints and perfumes, all made according to the famous Mennen formula, as follows: Borated, Violet, Sen Yang, Narangia (a rich cream color), or Flesh Tint (not a rouge, but a delicate pink talcum). Send 5 cents for sample of any one variety, or 25 cents for samples of all five.

Sales Agents for Canada, Harold F. Ritchie & Co., Ltd., 12 McCaul Street, Toronto, Ont.

MENNEN'S BORATED TALCUM



Canadian Factory, Montreal, Que.

Sales Agents for Canada
Harold F. Ritchie & Co.
Limited
12 McCaul Street
Toronto, Canada

