

COLGATE'S TALC POWDER



"WHAT'S talc powder used for, anyway?" said the artist when he took our commission for the design of this advertisement.

Thinking others might be as ignorant as he, we said: "Ask your family and friends how they use talc." Three days later he brought his sketch book half full of hasty sketches. Here are ten just as he made them.

¶ The fact that he readily found so many uses—some possibly new to you—shows how necessary it is to have a good talc in every home. But—

All Talcums Are Not Alike

Colgate's is different from ordinary talcums in its beneficial amount of boric acid, that mild yet efficient antiseptic, and its other sanative ingredients. It is the real boric powder—safest and best for young and old.

Soothing and absorbent, it gently cools and dries the skin and makes dressing comfortable. For nursery use, as well as after the bath and for the general toilet, Colgate's Talc excels.

Widest Choice of Perfumes

Eclat (new)	Cashmere Bouquet	Violet
Dactylis	Monad Violet (new)	and Unscented

Colgate's Talc is found wherever toilet articles are sold. If you wish a dainty trial box, send us 4 cents in postage, mentioning perfume desired.

COLGATE & CO.

Dept. H.J. Coristine Building Montreal
Makers of Cashmere Bouquet Toilet Soap — luxurious, lasting, refined

W. G. M. Shepherd, Montreal, SOLE AGENT FOR CANADA



after the shave

for chapped hands

If you can think of other talc uses—write us your suggestions and we will send you a trial size of Cashmere Bouquet Talc with our compliments.