



# Williams' Shaving Cream

The man who shaves wants lather. He wants a lot and he wants it quick. Lather has two jobs. One is to soften the beard; the other is to soothe the skin.

Williams' lather has made good on both counts for 75 years and Williams' Shaving Cream is this same old-time lather quality in another form. Lots of men prefer it—not because it's Cream but because it's Williams'. Get the big, generous Williams' tube. Squeeze a small

bit on your brush or on your face, and watch the rich, thick, moist lather pile up!

That's the proof—lather; the kind that won't smart or dry on the face.

Williams' Shaving Soap comes in several convenient forms:

**Stick, Powder, Cream, Liquid**  
and in round cakes

**THE J. B. WILLIAMS COMPANY**  
Canadian Depot, 356 St. Antoine St., Montreal

*Add the finishing touch to your shave with Williams' luxurious Talc Powder*

*Williams' Shaving Soap comes in several convenient forms—*

