

COLGATE'S TALC POWDER



Behind Baby's Peaceful Slumbers

Any personal preference as to perfume can be suited—you have a choice of 8 perfumes—in addition to the Baby Talc and Unscented.

Colgate's Baby Talc	Eclat
Monad Violet	Unscented
La France Rose	Florient
Violet	Splendor
Cashmere Bouquet	Dactylis

COLGATE & CO.,
Dept. H. J.

511 St. Catherine St. West, Montreal.
W. G. M. Shepherd, Montreal, Sole Agent
for Canada.

A box of Colgate's Talc mailed to your soldier will relieve tired feet after marching.

FOR babies, and older people as well, the soothing comfort of Colgate's Talc is a necessity. Particularly so for many women whose work for various patriotic activities is of such value but so hard on the hands.

All talcums are not alike—be sure you and your family have Colgate's—the

real boric powder. Over ten years ago A. A. Breneman, M. Sc., made a comparative test of talcum powders, and recently he repeated the examination. Let us send you an interesting, easily understood copy of these two reports which give several scientific reasons for the superiority of Colgate's Talc.