

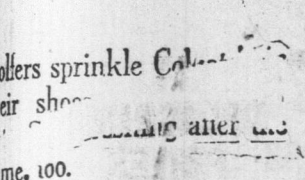
Where Baby's Talc Goes---

No Wonder Baby Couldn't Find His

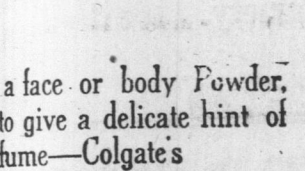
COLGATE'S TALC POWDER



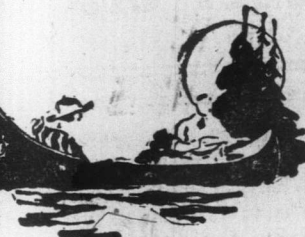
At the seashore or lake, Colgate's is really necessary. It removes stickiness and makes dressing comfortable.



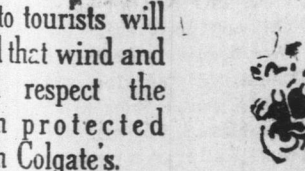
Colgate's is invaluable to those who ride horseback. It prevents chafing.



As a face or body powder, Colgate's gives a delicate hint of perfume.



Out on the water where sunburn may mar the pleasure, protect your skin with Colgate's.



Auto tourists will find that wind and sun respect the skin protected with Colgate's.

It is so soothing, so cooling, so comfort-giving, everybody "borrows" baby's Talc. Father, mother, sister, brother—all are guilty—and no wonder!

There is no finer Talc made than Colgate's. It soothes and comforts the skin; protects it from the sun and wind. It refreshes after exercise removing hot weather stickiness and making summer dressing comfortable.

Remember, whatever price you pay you cannot get a better Talc than Colgate's.

The Vital Importance of the 10.54 p.c. BORIC ACID in COLGATE'S Talc Powder

Boric Acid—the mild, efficient antiseptic—is most important in talc for the baby. Without a sufficient quantity, any talcum powder lacks a great essential. Analysis shows Colgate's Talc to contain 10.54 p.c. BORIC ACID. Of five other Talcum Powders analysed, none contained over 4 p.c. Boric Acid.

Therefore, insist on Colgate's. Use it; and use it often! On Display Today.

COLGATE & CO.

Established 1806

NEW YORK LONDON PARIS SYDNEY

Makers of Coleo—The Pure Vegetable Oil Soap

137 McGill Street, Montreal.

W. G. M. SHEPHERD, Montreal, Sole agent for Canada and Newfoundland

A Choice of 11 Perfumes in Colgate's Talc—besides the Unscented and Baby Talc.

Cashmere Bouquet	Radiant Rose
Florient	Violet
Monad Violet	Dactylis
La France Rose	Baby Talc
Eclat	Unscented
Tinted	Splendor
	Violette de Mai



A Sick Room Aid

Where bandages or sheets chafe the patient, Colgate's gives great comfort. Keep a tin of Colgate's Talc on the medicine shelf.



limited

of
ages
es.

re only a limited
possible.

PPERS.

ets remaining to
g fast.

AT
SPLASHING
PRICES

ANCLOTH

lined throughout, belt-
5.00.

MEN'S
BLACK
COATS

belts, sleeve straps,
\$12.50

ood's

Sale!

Black Vici
Fashion Sole,
eel.

4, 41-2,

value.

\$7.50.

wood,

SHOES.

mp Attention.

Telegram