

## Coffee is a Secret Menace

to steady nerves, a clear brain and the  
best success.

The new food-drink

## Instant Postum

"openly" shows the way to comfort, health  
and mental power.

It is regular Postum so processed that  
only the soluble portions are retained. A  
spoonful in cup with hot water, and sugar  
and cream to taste, makes a delicious  
beverage instantly.

**"There's a Reason"  
for POSTUM**

For a Summer "cooler" add cracked  
ice and a dash of lemon.

The Advantages of Drinking

## BAKER'S C O C O A



Registered  
Trade-Mark

*The Cocoa of  
High Quality*

lie in its absolute  
purity and whole-  
someness, its deli-  
cious natural fla-  
vor, and its perfect  
assimilation by  
the digestive or-  
gans.

Walter Baker & Co. Limited

Established 1780

Montreal, Can.

Dorchester, Mass.

*Taylor's*

## BLUE BIRD

*"The Perfume of Happiness."*

The expression in lightsome, joyous  
fragrance of all the beauties of  
Maeterlink's masterpiece. You may  
have it in any of these—



*Perfume*

*Cologne*

*Sachet*

*Soap*

*Talcum*

**ASK YOUR  
DRUGGIST**



**No matter  
which razor you use**

you can't get an easy shave unless  
your face is properly prepared. Do  
not use a lather which has to be  
"rubbed in." "Rubbing in" brings the blood  
to the surface and opens the pores, thus allowing  
the free caustic to get in its painful work—no  
wonder that you hate to shave! Try

## Mennen's Shaving Cream

It contains no free caustic and requires no mussy  
"rubbing in" with the fingers. It softens the beard  
while you work up the rich, full-bodied lather.  
It reduces shaving to two operations—lathering  
and shaving—and leaves your face fresh and cool.

Self-shaving is a big economy; Mennen's will give  
you 10 shaves for a cent—and no tips. It's the only  
sanitary way: your own razor, brush and a clean  
cream each shave from a germ-proof tube.

For sale everywhere 25 cents. Sample tube free.

GERHARD MENNEN COMPANY, NEWARK, N. J.  
Makers of the celebrated Mennen Toilet Powder