



IF men knew how to lather, they would shave with more comfort.

The action of lather on the beard is a *double* one.

The *oily exudation* which covers each hair is *removed* by the *soap*. This allows the *water* to get to the hair, *moistening* and *softening* it.

A certain amount of *friction* aids the lather in the performance of its duty. *Too much* friction irritates the skin and causes that smarting sensation for which soap or razor is often blamed.

It follows that the method of lathering which *most thoroughly* penetrates the oil-covered hairs, with the *least* amount of rubbing, is not only the *quickest* manner of shaving but the most *comfortable*.

Mixing the lather in a *cup* and then spreading it over the face does not properly soften the beard. That "mussy" but frequent habit of rubbing in the lather with the fingers is then resorted to by many.

"*Finger friction*" not only means skin irritation but a *waste of time*.

It is logical that the *proper* place to mix the lather is *on the face*, where every motion of the brush not only works *up* the lather but also works it *in*. With this method it is unnecessary to touch face or lather with the fingers, and a *thoroughly softening* lather is obtained without a wasted motion of any kind.

For cleanliness, convenience and comfort, Colgate's Rapid-Shave Powder sets a new standard for sanitary shaving.

It makes as perfect a lather as Colgate's famous Shaving Stick and makes it by a *quicker, neater* method. The fine particles of powder shaken on the *wet* brush are taken up at once by the water, and from the first motion of the brush a soothing, demulcent lather is formed which softens the beard.

No rubbing with the fingers is necessary; and the fineness of the powder precludes the possibility of any soapy paste forming under the lather to clog the pores of the skin or the blade or mechanism of the razor.

Eminent Bacteriologists have certified that Colgate's Rapid-Shave Powder is "*antiseptic*, and as a shaving lather, *germicidal*."

Since 150 to 200 shaves can be obtained from each can, it is as economical as it is rapid and efficient.

A trial package will be sent to you upon receipt of 4 cents in stamps. Address Colgate & Co., Dept. "C," Coristine Bldg., Montreal. Established over 100 years. Makers of Cashmere Bouquet Soap, Powder and Perfume.

COLGATE'S RAPID-SHAVE POWDER

TRADE MARK