

If Men Knew How to Lather, They Would Shave With More Comfort



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

First--the natural oil which covers each hair is removed by the soap.

Second--the water is thus enabled 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.



Stick

Moisten the beard with the wet brush, rub stick over face, work up lather with brush.

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*, 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 must then be resorted to.

And rubbing in means not only 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, without a wasted motion or a wasted

moment, you obtain a thoroughly softening lather.

In Colgate's Lather--Stick, Powder or Cream--you find the *fullest perfection of lather*. And you have your choice of the three methods. Use whichever you prefer--the result is always the same--a perfect lather.

For cleanliness, convenience and comfort Colgate's Lather sets a new standard for simplified and sanitary shaving.

From the first motion of lathering, the beard is softened as the plentiful, soothing lather rises under the brush.

No rubbing in with the fingers is necessary.

The face after shaving has a cool, comfortable feeling. Owing to its remarkable freedom from uncombined alkali Colgate's Lather prevents the "smart" you used to dread.

Analyses by eminent chemists have proved that Colgate's Lather is antiseptic.

A trial package of Stick, Powder or Cream will be sent on receipt of four cents in stamps. Address Colgate & Co., Dept. "C," Coristine Building, Montreal.

Makers of Cashmere Bouquet Toilet Soap.

W. G. M. Shepherd, Montreal, Sole Agent for Canada.



Cream.

Squeeze a little cream into the wet brush or on the face and work up lather with the brush.



Powder.

Shake a little powder on the wet brush and work up lather on face.

COLGATE'S STICK-POWDER-CREAM