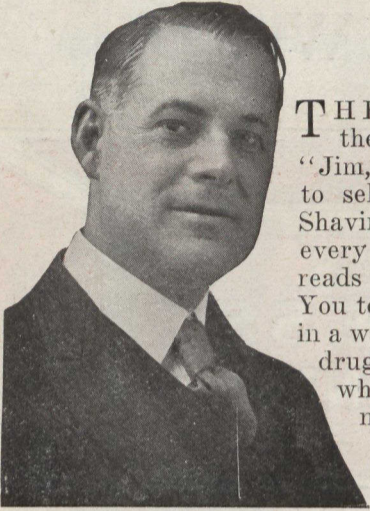


"My English may not be there, but the facts are straight"

A Salesman's Story



Jim Henry, who is selling you.

THE boss said the other day: "Jim, I want you to sell Mennen's Shaving Cream to every man who reads the Courier. You tell our story in a way that sells druggists everywhere. There's no reason why those same facts shouldn't sell the druggist's customers." He put it up to me, so here goes—and all I ask is that you men forget your prejudices for the moment. I have a real story to tell, and you needn't take the statements on faith. You can prove for yourself the truth of what I say.

The Chemistry of Shaving.

There are differences in chemical composition between "hard" soaps and cream soaps; between other shaving preparations and Mennen's Shaving Cream.

Now, the composition of your shaving preparation determines, more than anything else, whether or not you get the "head barber" shave.

If your skin burns and smarts after shaving and little pin-pricks of blood cover the face; if the lather dries quickly, making you relather several times; if you have to "rub in" to soften the beard—you can blame it all on the soap.

Mr. Mennen experimented three years to perfect a formula for a preparation that would eliminate these nuisances. The result was Mennen's Shaving Cream.

Some real dope on lather.

Have you ever tried to shave without soap—with water alone? You found it about as pleasant as pulling out hairs with pincers. Well, you undergo almost the same torture if your shaving pre-

paration does not give a full, firm, creamy, beard-softening lather.

Now, it is a fact—attested to by all chemists—that "hard" soaps give a different character of lather from a preparation like Mennen's.

The composition of Mennen's is such that it absorbs much more water than "hard" soaps. This gives it the quick, profuse, creamy lathering qualities, and the high percentage of water held in the lather makes it moist and cooling.

Because the lather of Mennen's absorbs so much water, it does not dry quickly on the face. It remains moist at least ten minutes. **No need to be constantly relathering in the middle of a shave.** That's one thing that rings the bell with every man who uses Mennen's.

Again, the peculiar properties of this cream enable it to soften the hair, so that "rubbing in" (which brings the blood to the surface and makes the skin tender) is totally unnecessary.

Here is something so revolutionary that most men balk at believing it. They are so used to shaving the way Father taught them that they persist in "rubbing in" even when they use Mennen's. But take our word for it. You **don't** have to "rub in" when you use Mennen's—save your time and your skin—see whether this isn't a straight tip.

"Hard" Soaps Contain Little or No Glycerin.

In making soaps, glycerin is formed—and glycerin, you know, is worth money. So in "hard" soaps it is usually extracted and sold as a profitable by-product. In making Mennen's, we not only leave the glycerin in, **but we add more.**

You know how soothing glycerin is. Your mother used it on your chapped hands when you were a kid. Doctors prescribe it for its skin-softening and emollient properties. It gives the skin that velvety, soft "feel."

Mennen's takes the sting out of shaving. Wonderful, you say, but it's a fact; and the main reason is that there

is no "free caustic" in it. Those words "free caustic" don't sound very dangerous, but, believe me, I know all about it. I stuck my finger in a caustic tank one day, and I don't want any more on my skin, "free" or any other way.

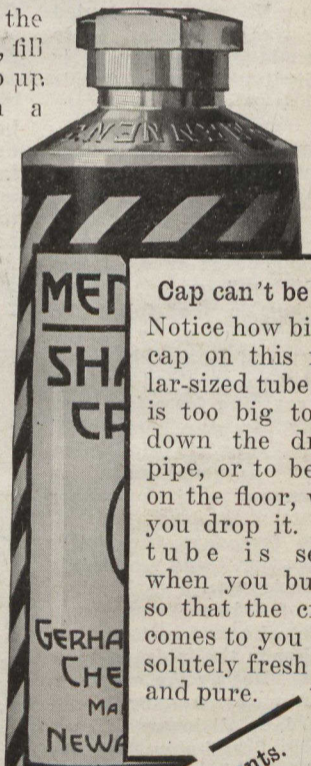
It's the "free caustic" in soaps that causes the thousand stings on your face after shaving, and draws your skin all up. Don't blame this torture on the razor. The razor is second fiddle.

Get a trial tube Now—Prove these facts yourself.

You may discount my enthusiasm, you may want to check me up. Well, there's nothing in the world we want more. Let us send you a medium-sized trial tube.

When you get this tube, follow the directions for use in the package. You remember the story of the painter who put on his signs, "Wet paint—believe the painter." Believe us when we tell you how much cream to use for every shave—not to "rub in" the lather—simply work it up on the face with the brush. Remember, it took three years to perfect Mennen's, and we know **how** it should be used to get the best results. Follow our directions, and you'll boost it as whole-heartedly as I do.

Tear out the coupon now, fill it out, wrap up a dime in a piece of paper, and mail. With the medium-sized tube of Shaving Cream we will send, free, a trial can of the Mennen Talcum for Men described below.



Cap can't be lost
Notice how big the cap on this regular-sized tube is. It is too big to fall down the drain-pipe, or to be lost on the floor, when you drop it. The tube is sealed when you buy it, so that the cream comes to you absolutely fresh and pure.

MENNEN'S SHAVING CREAM

GERHARD MENNEN CHEMICAL COMPANY
Laboratories, Montreal, Que.

Sales Agents,
HAROLD F. RITCHIE & CO., LTD.,
Toronto, Ont.

The Talcum for Men
Most men like to use a talcum after shaving, but object to appearing in public with a "flour-face." The Mennen Talcum for Men avoids this. It's a neutral tint, and doesn't show. A trial can of this talcum will be sent free to every Courier reader who sends for a tube of shaving cream. Mail the coupon.

Mail this coupon to-day with 10 cents.

Name

Address

City Province

Harold F. Ritchie & Co., Ltd., 18 McCaul St., Toronto, Can.
Enclosed is 10 cents, for which please send me a medium-sized tube of Mennen's Shaving Cream, and a trial can of Mennen's Talcum for Men.