



COLGATE'S TALC POWDER

If you could see the tiny meshes of the sheer silk through which Colgate's Talc is sifted, you would realize why Colgate's is satin-smooth and fairy-light.

But this thistle-down fineness is only one of the reasons why Colgate's Talc is best for babies. Analysis shows that Colgate's contains 10.54% Boric Acid—just the right amount—and two other healing and soothing ingredients not found in other Talcs examined. Of nine other Talcs analysed, not one contained over 4% Boric Acid.

Tender Skins Require the 10.54% Boric Acid in Colgate's Talcs

Wide Range of PERFUMES IN COLGATE'S TALC

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

Mild, efficient, and antiseptic—the Boric Acid in Colgate's is necessary for use on the delicate skin of babies. And it is just as desirable for baby's mother. Remember, no Talc is complete without sufficient Boric Acid.

See that Colgate's—surely Colgate's—is used in your household. Its daily use is as desirable as the daily use of soap and water. Cooling and soothing, it protects the skin, relieves chafing, and gives greater comfort.

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.

Do you Use Talc Often Enough?

After bathing, golfing, and all exercise?
To protect the skin against sunburn?
After shaving? To shake in shoes
before a tramp? To prevent chapping?
In the invalid's bed to prevent chafing?
There are a hundred calls for Colgate's!



MUTT AND JEFF—THIS HALF PINT OF "MEDICINE" HASN'T GOT A CHANCE, NOT A CHANCE

By "BUD" FISHER

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