



MENNEN'S BORATED TALCUM TOILET POWDER

ON THE SUMMER CRUISE



Not on our package but on our powder we have built our national reputation.

Avoid ordinary powders highly scented with cheap perfume, and put up in ornamental packages.



Insist on **MENNEN'S**—the original. Look for the face on the top of every box. Sold everywhere or by mail, 25c.

SAMPLE FREE.

When the Sun Shines Brightest YOU NEED **MENNEN'S** MOST

Why let the pleasures of summer outdoor life be spoiled by skin-discomfort, when it's just as easy to keep cool and comfortable by the use of Mennen's Borated Talcum Toilet Powder?

By its cooling, soothing, antiseptic properties all inflammation and irritations of the skin are instantly alleviated, no matter what the cause—sunburn, chafing, prickly heat, exposure to wet, cold or wind. It is indispensable for the baby. Delightfully refreshing when used after shaving or bathing.

The price of great success is a host of imitators. Don't be misled by the unscrupulous dealer who says, "No, we haven't Mennen's, but here's something just as good."

Cheaper powder means cheaper quality. You WANT the best—insist upon HAVING the best—Mennen's Borated Talcum Toilet Powder.

GERHARD MENNEN CO., 47 Orange St., Newark, N. J.
TRY MENNEN'S VIOLET TALCUM