

Skin Magic

By this time, now successful manufacturer Gerhard Mennen saw his "Borated Talcum Powder" move across drugstore counters from coast to coast, and his portrait now affixed to the talcum can to become one of the most familiar advertising trademarks to millions up to the present time.

In 1902, when Gerhard Mennen died, his son William became president of the growing factory. Continuing to pioneer in new products and packaging as did his father, William Mennen introduced a new type of shaving cream innovation which revolutionized all packaging up to that time. Until that time only shaving soap and shaving sticks were in use. William Mennen was the first to put shaving cream into tubes, which like the talcum can sit atop, also became the standard for the lines of shaving cream and all other beauty products put into tubes today.

The first Mennen baby product was evolved from the Borated Talcum Powder. It was originally advertised . . . "Gerhard Mennen produced the first borated talcum to shower on babies to protect their delicate skin from chafing and from the friction of tight garments. His first perfect formula has never been bettered."

As a forerunner to the company's present famous Baby-In-A-Rose trademark on all Mennen baby products, a bib-and bonneted baby appeared on the first cans of

Borated Talcum Powder 50 years ago signaling safety for baby's tender skin.

As the vogue for Mennen powder grew, the company brought out varieties; one developed especially for brunettes was called "Marrangla," featuring the "scent of fresh-

cut orange blossoms." Blondes were offered a powder "in a delicate shade of pink."

During the Twenties and Thirties a succession of baby products, men's shaving creams, and after shave lotions spread the Mennen name further into millions of home-

medicine cabinets until the present number of Mennen products was reached, with materials from forty-four countries needed to supply production of the Mennen line.

William Mennen's two sons, William, Jr., and George, joined him in the company fifteen years ago

to become the third generation. William is now the executive vice-president, and George, vice-president in charge of manufacturing. Both college graduates, William received his training in the field, first as a drug store clerk to learn every phase of chain retailing in

a large wholesale drug house where he subsequently worked in every department of the firm. He entered the Mennen Company choosing the manufacturing end as a starter and became assistant plant manager by 1941, primarily concerned with purchasing. George Mennen,

first gaining experience with the company's suppliers, works with his associates as a team, able to cope with the myriad problems confronting an ever-expanding organization.

And now — Mennen Skin Magic — the company's entry into the

women's cosmetic field which will serve as successfully as the Mennen line of men's and babies' toiletries has for 75 years participating in an additional need for Mennen products that will continue to serve the world in its desire for finer home and health products.



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the fun of
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"NILE MIST" is a Cole of California swimsuit, previewed for next summer or this winter resort wear. Slim as Cleopatra's needle, it employs the ancient art of subtle simplicity to give the wearer a bewitching figure. The slender maillot sheath rises to an exciting high Egyptian neckline. Hidden inside is Cole's foam rubber bra. Rosenstein's power-net Lastez combines incredible lightness with figure control. Vibrant Celaperm stripes of lime green and coral or red, black and beige will not bleed or fade.



BEACHWEAR shown by Cole of California is Egyptian-inspired. This "Pharaoh Coat" is coordinated with Cole's "Egyptian Necklace" swimsuit for a complete costume look. Three quarter length sleeves and Egyptian head-dress hood that can be worn up or down offer wind and sun protection. Tuxedo lapels swoop around to the side of the beach coat to form deep pockets. Fine cotton hand-screened with Egyptian figures is called "Bargemen on the Nile" and is available in Carnelian Red with Pharaoh Brown, Cairo Blue with Panther Black or Desert Gold with Panther Black.

NOTCH WEATHERSTRIP
Television and radio wires shouldn't be run over window weatherstripping, the Weatherstrip Research Institute warns. Unless weatherstripping is notched to fit them, wires run over the sill will damage the weatherstrip, cause the window to fit poorly and may interfere with TV or radio reception.



The gift that's appreciated is the gift that says, "you're lovely!" Choose from dozens of sparkling leisure fashions—ranging from the pert and practical to the frankly frivolous—to mirror the moods of every "femme" on your Christmas list! In all the glowing holiday colors!

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7.98

B. CORDUROY CHEMISE duster with contrasting scarf design on rounded yoke and cuffs. Aqua, rose, white. 10 to 18.

3.98

C. LUSTROUS ACETATE robe with graceful quilted yoke, pockets and cuffs. Navy, aqua, melon. 12 to 20.

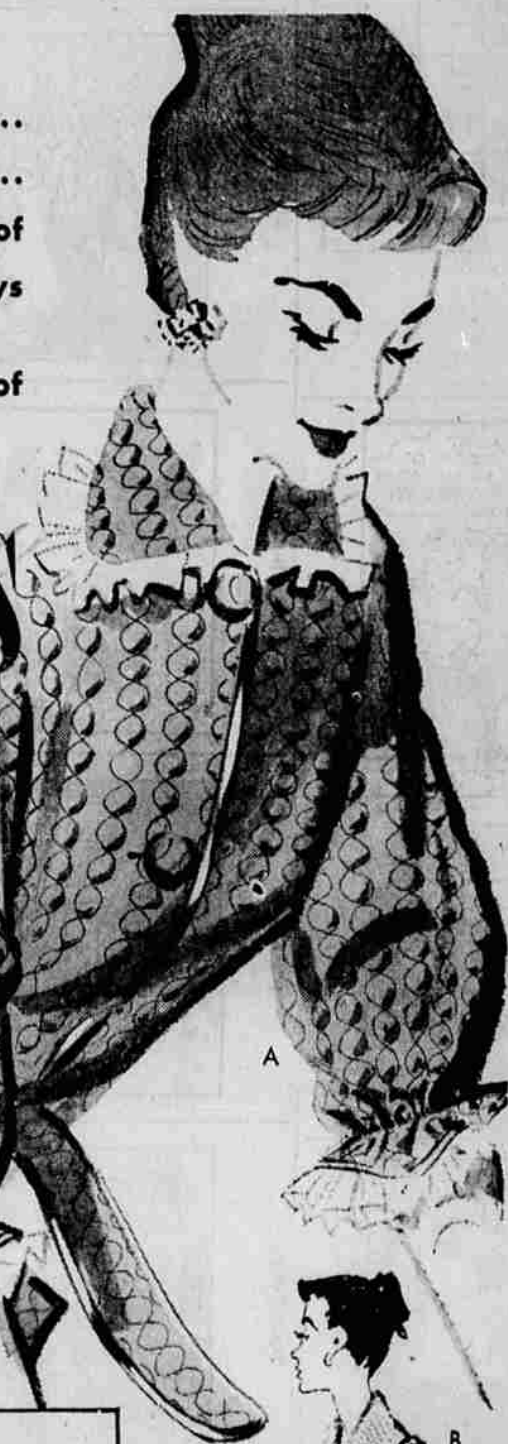
4.98

D. QUILTED ACETATE tulle ankle length style with richly ornamented topel and contrasting lining. Fuchsia, navy, peacock. 12 to 20.

8.98

E. NYLON SHORTIE in two layers—a flock-dotted rose print over matching color nylon. Pink or blue. 12 to 20.

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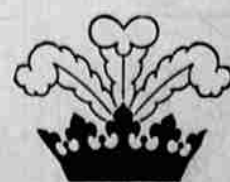


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