



| 1917 | | MAY | | | | | | 1917 | |
|------|------|------|------|------|------|------|--|------|--|
| SUN. | MON. | TUE. | WED. | THU. | FRI. | SAT. | | | |
| 6 | 7 | 1 | 2 | 3 | 4 | 5 | | | |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 | | | |
| 20 | 21 | 22 | 23 | 24 | 25 | 26 | | | |
| 27 | 28 | 29 | 30 | 31 | | | | | |

*National
Air-Float Week*

Air-Float
TRADE MARK

This is National *Air-Float* Week **May 21st to 28th**

Buy your first can of *Air-Float* this Week

Buy your first can this week and learn why it is foolish to pay more than 10c for a can of Talcum Powder. A better talc than Air-Float cannot be made at any price.—learn for yourself a few of the hundred uses of Air-Float Talc—

- For face, arms and neck—
- As a finishing touch—
- As a body bath—
- For warm weather foot comfort—
- For the baby—
- After shaving—
- And many more—

—learn its downy softness, airy lightness, and dainty fragrance. Your first can will be the first of many. You will make Air-Float your personal powder.

The stores which sell Air-Float will display it in their windows all this week. It will be easy for you to find it. **Buy your first can today at your dealer's 10c.** Also handsome pound can 25c.

Air-Float
TRADE MARK
TALC
"The Talc of a hundred uses"

Assorted Odors:
Rose, Wistaria, Corylopsis, Lilac, Violet.
Also Borated, Baby Talc and Flesh Tint.

All Your Dealers

Talcum Puff Co.
Brooklyn, N.Y.

10¢

THE FINISHING TOUCH

FOR ARMS AND NECK

AFTER SHAVING

FOOT COMFORT

FOR OUT OF BEDS

IN THE NURSERY

AS A BODY BATH

FOR BABY