

POOR DOCUMENT

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# The Most Delicious Dentifrice

in the World

And Just as GOOD as it TASTES!

Children *and* grown-ups delight in the daily use of Colgate's Ribbon Dental Cream—it tastes so good.

But more important even than its delicious flavour, is the proven fact that Colgate's is *safe* to use every day—no risky drugs, no enamel-cutting grit—just a carefully prepared, mildly antiseptic, smooth cream that cleans the teeth thoroughly—a dentifrice that Dentists can and DO recommend.

When you see the Boy with the Red Bathrobe in a store window, stop there for a tube of the delicious dentifrice.

Colgate's brightens your smile—it polishes teeth to natural whiteness.

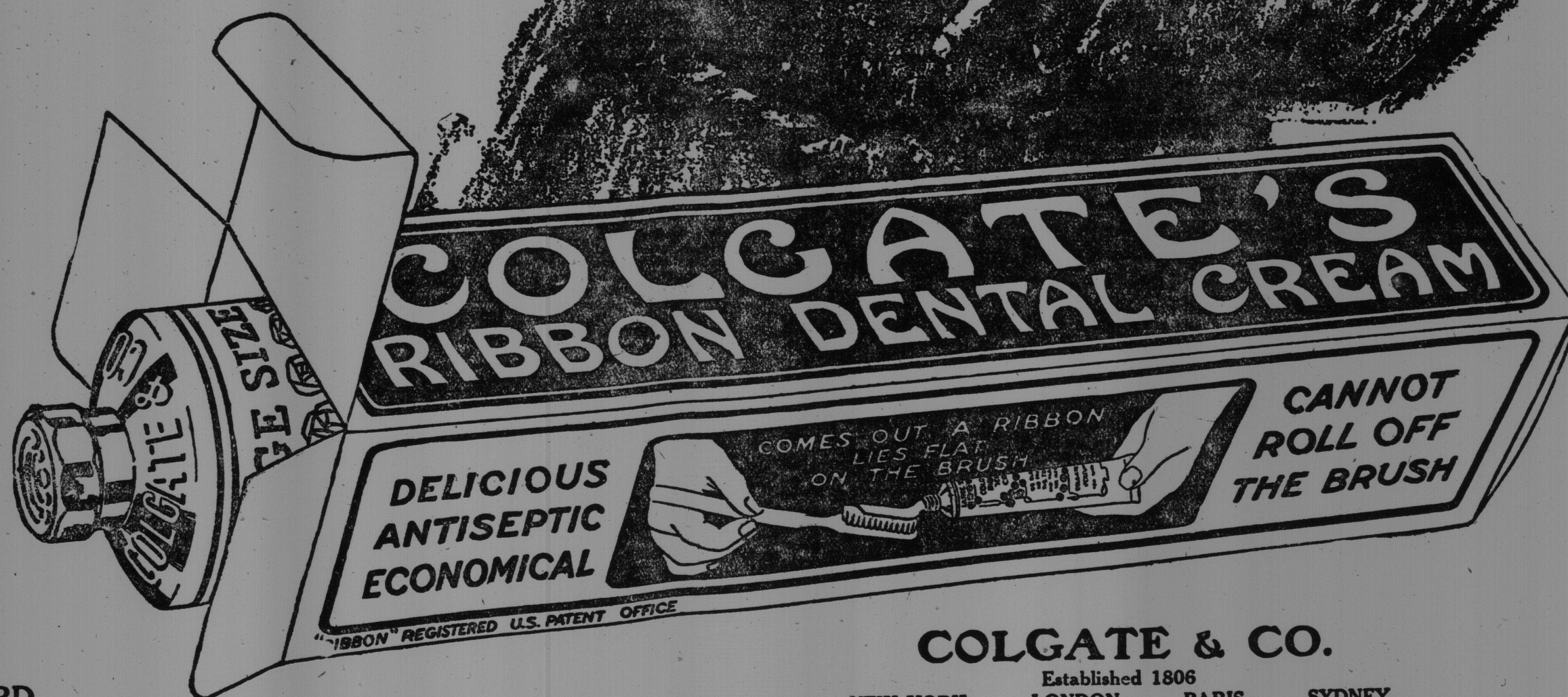
Ask for Colgate's at your favorite store TODAY.



Look for me in your  
dealer's window

A Soldier writes:—

"I have seen  
Canadians in France  
walk miles to get  
Colgate's".



W. G. M. SHEPHERD  
MONTREAL  
Sole Agent for Canada

COLGATE & CO.  
Established 1806  
NEW YORK LONDON PARIS SYDNEY  
Makers of Cashmere Bouquet Soap—Luxurious, Lasting and Refined  
137 MCGILL STREET, MONTREAL