

COLGATE'S RIBBON DENTAL CREAM

COMES OUT A RIBBON
LIES FLAT ON THE BRUSH

DELICIOUS---

and antiseptic. The Dentifrice that combines efficiency with a delightful after-taste. Your mouth does NOT need to have a medicinal taste, and it won't if you use Colgate's.

Your children will find brushing the teeth a pleasure now.

Colgate's gives a pearly lustre to the teeth and a perfect polish to gold-work. It stimulates gum tissue.

Economy

Colgate's is more convenient and less wasteful than powder or liquid

Note Particularly--- The flat ribbon of cream from the rectangular opening  does not roll off the brush as from the old-style round opening , so there is no waste or inconvenience. There is also economy in the fact that $\frac{1}{2}$ as much cream comes out of our square opening as from the old round opening.

Dentists Enthusiastic

We recently sampled all the dentists, 32 in number, in three residential towns near New York. We told them that their names would not be used for advertising, but we wanted an honest, candid opinion of the value of this dentifrice. 23 wrote that it was "the most satisfactory Dentifrice they had ever used"; 7 wrote that it was "very satisfactory," and only two remained unheard from.

SAMPLE IN RIBBON TUBE SENT FOR 4 CENTS

Colgate & Co. (Est. 1806) Dept. C, Coristine Bldg., Montreal

The name "Colgate & Co." on Soaps, Powders and Perfumes corresponds to the "Sterling" mark on silver.

Makers of Cashmere Bouquet Soap, Talc Powder, Perfume, Toilet Water and Sachet

We
couldn't
improve
the Cream
so we
improved
the Tube