



CONSERVATION

THE saving not only of national, but of personal resources is important.

Your greatest resource is health and the conservation of your health includes the preservation of your teeth by the regular use of such a dentifrice as

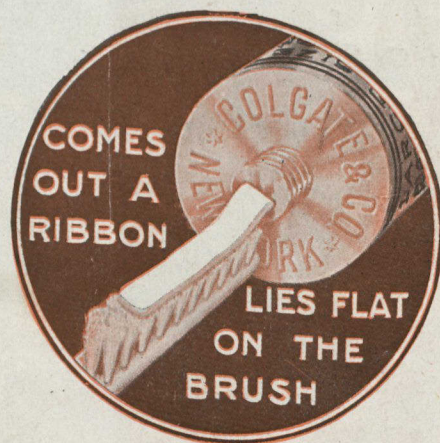


Cleans---preserves---polishes deliciously and antiseptically.

Different from other dentifrices in its delightful flavor and double efficiency. Not only a germ-destroyer, killing decay-germs when you use it, but also so lastingly antiseptic that it keeps the mouth in that sweet, clean, non-acid condition that counteracts germ-growth.

Delicious---Efficient

Colgate's is the antiseptic, anti-acid cream, delicious without the presence of sugar, efficient without "grit," and all that is beneficial without any injurious effect. The dentifrice which proves that a "druggy" taste is not necessary to efficiency.



You too should join this conservation movement for "Good Teeth—Good Health"

42 Inches Cream in Trial Tube for 4 Cents in Stamps

COLGATE & CO. (Est. 1806), Dept. H. J., Coristine Building, Montreal
Makers of the Famous Cashmere Bouquet Toilet Soap, Perfume and Talc Powder
W. G. M. SHEPHERD, Montreal, Sole Agent for Canada