



Find the Woman's Letter!

25 Men and 1 Woman Wrote this Advertisement

IF YOU can find the woman's letter below, clip it and mail it to us with your name and address. We will send you a free trial size of Colgate's Shaving Stick, Powder or Cream—whichever you wish. If you cannot find the woman's letter, send 4c in stamps for the trial size. Within each pair of quotation marks (in the body of the advertisement below) is a portion of an unsolicited letter from a satisfied user of Colgate's Stick, Powder or Cream. The name of any one of the writers will be given on request.

COLGATE & CO.

Dept. C. Drummond Bldg., Montreal
Makers of Cashmere Bouquet Soap—luxurious, lasting, refined
W. G. M. Shepherd, Montreal, Sole Agent for Canada



COLGATE'S SHAVING LATHER

STICK - POWDER - CREAM

"To show that one can get the money's worth from your Shaving Stick, I enclose what is left of mine.* I am sending it to show the complete satisfaction of an old customer."

"Colgate's leaves no smarting sensation." "I sent for a sample of Colgate's and I want nothing better for my use." "Makes the skin smooth and comfortable with a most delightful and cool feeling not obtained with other soaps." "Colgate's superiority is particularly pronounced in the point of not drying on the face. My experience is by no means isolated, for I have yet to find a man who having tried Colgate's would go back to the soap he formerly used." "Yours has a heavier and firmer lather than any other I have used." "To any man with a wiry beard and tender skin I most heartily commend Colgate's." "Shaving has been a bug-bear to me—but since I used Colgate's a real pleasure." "In all the time that I have been using

"Its coming marked the beginning of shaving comfort for me. I am delighted with it. My skin is so tender that shaving usually leaves it irritated and sore, but your Rapid-Shave-Powder is soothing."

Colgate's I have never had my face smart though I have used dull razors, cold water and all the other drawbacks. I have a very tender skin." "It is so far superior in smoothness, freshness of scent and otherwise, that I wonder how I ever remained a slave to another so long." "Have been troubled with stinging sensation after shaving and blamed my razor. With your soap and the same razor I enjoy a fine, quick shave." "You must try it—it makes your skin look wonderful, so clear and alive. I massage with lather and brush about twice a week. Your skin will respond almost at once and you will have people raving about your complexion as they have about mine this winter."

"Your Shaving Cream leaves that smooth, comfortable, velvety feeling and never leaves the skin with the sensation as of having been stretched and the hair pulled out."

"I shaved with Colgate's to-day and had the first delightful shave since I began shaving myself." "Have purchased several sticks for friends who are as much pleased with it as I am." "You don't say enough for it." "It is absolutely the best. I know, for I have tried them all." "It is the best I ever used and I have been shaving for 40 years." "With its soothing and softening qualities it is now a pleasure to shave." "I find the lather continues moist until I have finished." "I have more than my money's worth." "The handiest, cleanest and best soap I ever used." "My morning shave is a luxury since using your soap." "It is all and more than you claim for it." "It is a better lather and lasts longer."

* Less than 2 grains left. Even this he could have stuck on a new stick—no waste with Colgate's.

Colgate's Needs No Mussy "Rubbing In" with the Fingers

