

COLGATE'S RIBBON DENTAL CREAM

Guards Your Health

Sound teeth and healthy gums are an admitted safeguard against disease. The regular use of Colgate's Ribbon Dental Cream will not only improve your appearance but also your health.

Cleans--Preserves--Polishes deliciously and antiseptically

Colgate's is *different* from other dentifrices because of its *double* efficiency. It is not only germicidal—*destroying* the decay-germs, but it has also exceptionally lasting antiseptic qualities, keeping the mouth in that sweet, clean, non-acid condition that counteracts germ-growth.

Your Children Have What You Lacked

It is a treat not a task for children to brush their teeth with this pleasant-tasting dentifrice—delicious without the presence of sugar—an efficient cleanser without the presence of "grit" and all that is beneficial without any injurious effects.

Schools all over the country are giving attention to Dental Hygiene, and educators realize that a good dentifrice of pleasant taste is necessary to enlist the co-operation of the children in the regular care of the teeth.

You too should join the movement for good teeth—good health

Forty-Two inches of
Cream in this trial
tube sent for four
cents in stamps : : :

COLGATE & CO.

Established over a Century
Department "C"
Coristine Building

Makers of Cashmere Bouquet Soap

MONTREAL

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

Pictures show actual size of both
trial and full size tubes



COMES OUT A RIBBON
LIES FLAT ON THE BRUSH