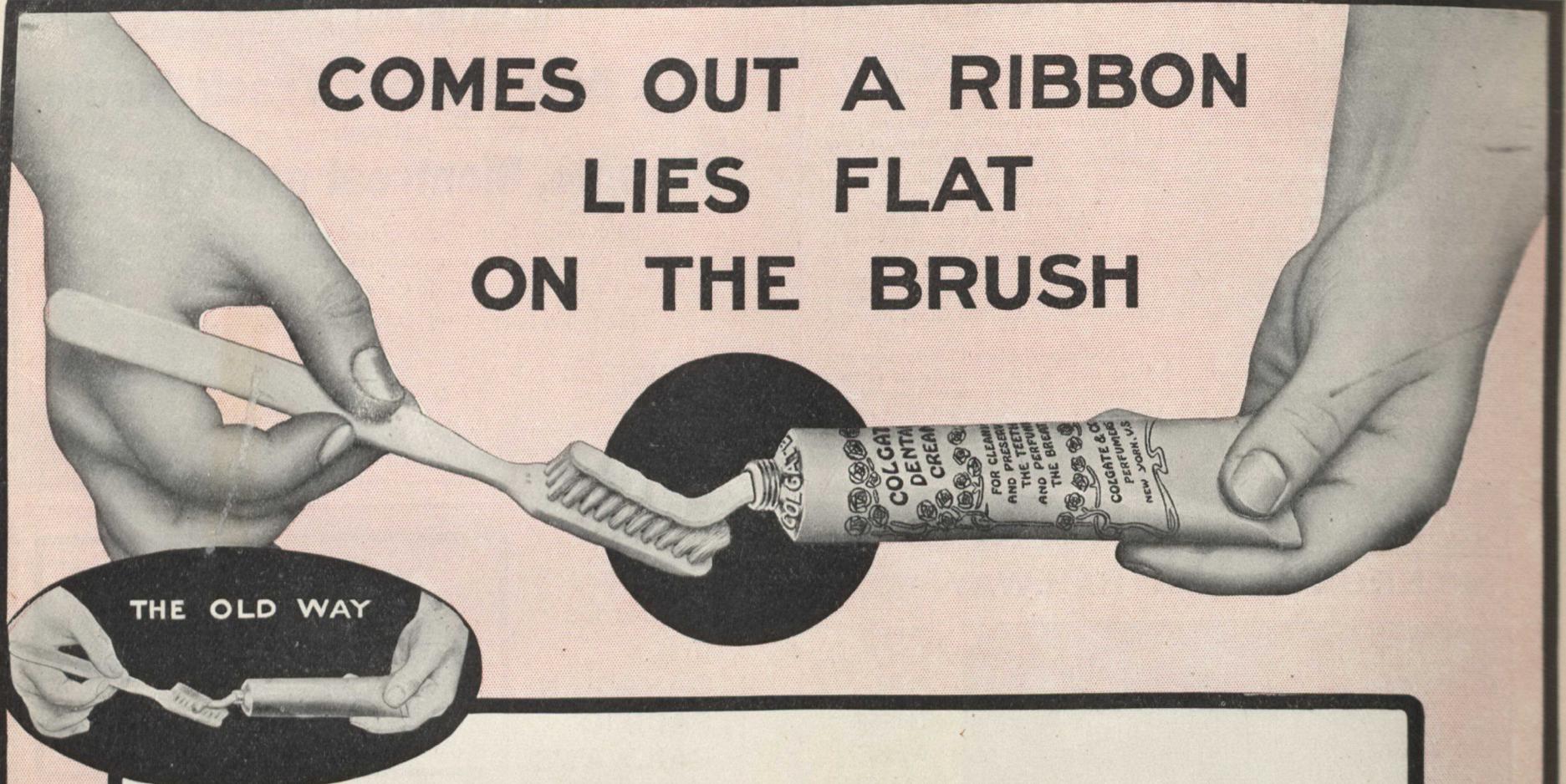


COMES OUT A RIBBON  
LIES FLAT  
ON THE BRUSH



# COLGATE'S

## ANTISEPTIC

# DENTAL CREAM

### DELICIOUS—

and ANTISEPTIC, the dentifrice which 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 our square opening  does not roll off the brush as from the old style round opening  so there is no waste or inconvenience. Also as the cream lies evenly along the brush, and about half as much comes out of the square as from the round opening, less is required. So there is double economy in Colgate's.

**TRIAL TUBE SENT TO ANY ADDRESS UPON RECEIPT OF 4 cents IN STAMPS**

When you have given it a trial then only the genuine merit of the article will make you a permanent user—we trust your judgment.

**COLGATE & CO.**

(Est. 1806) Dept. C., Canadian Depot, Coristine Bldg., MONTREAL

**Two Other Colgate Comforts in Original Packages**

We can prove we improved these packages by Patent Office records and by the efforts of our competitors to imitate us. Isn't it reasonable to suppose that the same care and thought have been put into the quality of the contents?

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

