

COLGATE'S for Christmas

*Useful Gifts
-Not Gimcracks*



THE true spirit of all Christmas giving is to make gifts which show thoughtfulness and purpose.

For man, woman and child you can find Colgate Comforts which make charming, acceptable and useful gifts—conveying more lasting pleasure than useless “gimcracks.”

However little you pay you are purchasing quality; the name Colgate on toilet articles corresponds to Sterling on silver.

Join the Society for Promotion of Useful Giving—be a “SPUG” and select from the Colgate assortment at your dealer's.

COLGATE & CO.

Established in
America 1806

New York

Awarded Grand
Prix, Paris, 1906