

The Most Delicious Dentifrice in the World.

And just as GOOD as it TASTES !

Children and grown-ups delight in the daily use of Colgate's Ribbon Dental Cream—it tastes so good.

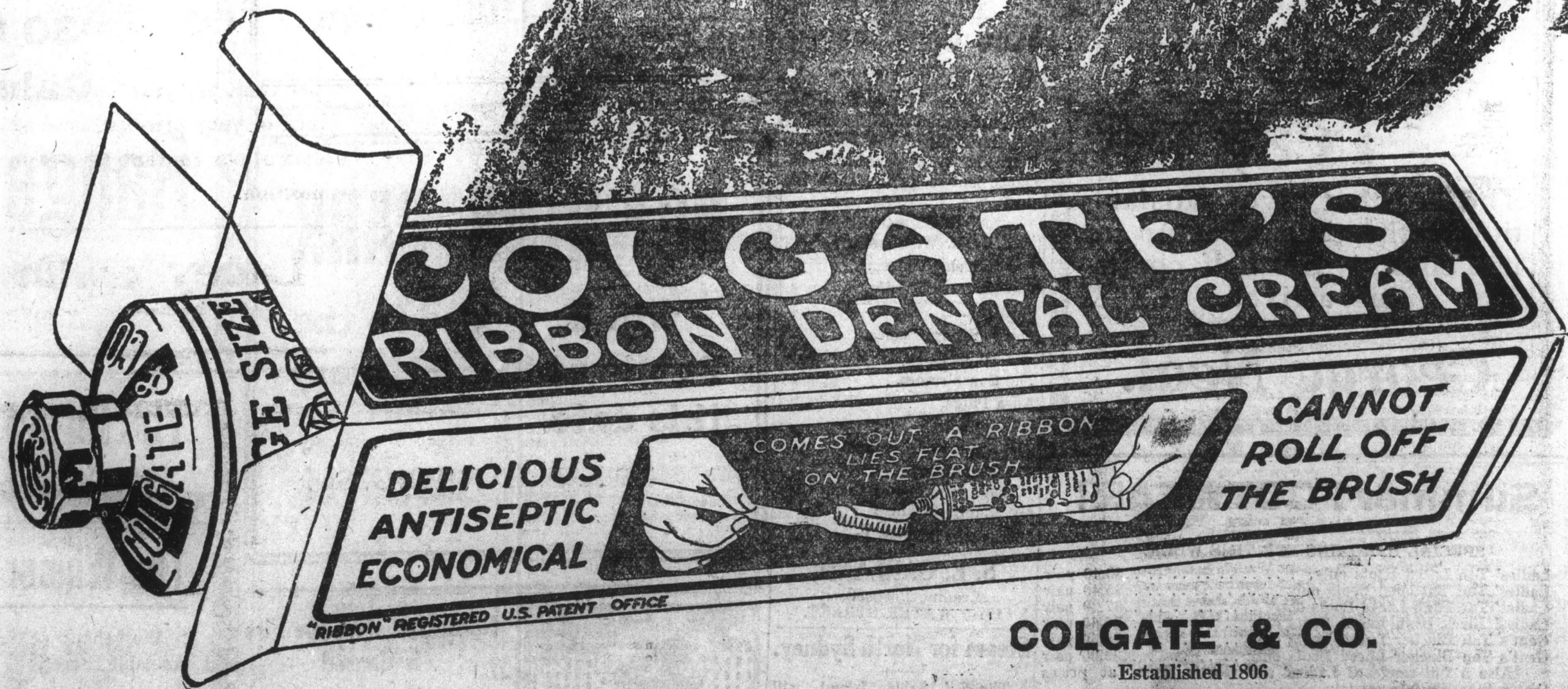
But more important even than its delicious flavour, is the proven fact that Colgate's is *safe* to use every day—no risky drugs, no enamel-cutting grit—just a carefully prepared, mildly antiseptic, sooth cream that cleans the teeth thoroughly—a dentifrice that Dentists can and DO recommend.

When you see the Boy with the Red Bathrobe in a store window, stop there for a tube of the delicious dentifrice.

Colgate's brightens your smile—it polishes teeth to natural whiteness.

Ask for Colgate's at your favorite store TODAY.

Look for me in your dealer's window



A Soldier writes:—

"I have seen Canadians in France walk miles to get Colgate's".

G. M. SHEPHERD
MONTREAL
Agent for Canada and Newfoundland.

COLGATE & CO.

Established 1806

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