

COLGATE'S RIBBON DENTAL CREAM

An Amusing Incident

(Told by a dentist)

COLGATE & CO.

Dear Sirs: Thank you for calling my attention to your Dental Cream. Preventative dentistry for children is my special work, and I am delighted to know of such a delicious dentifrice for young people. One little boy ate the contents of the tube which I asked his mother to get for him, remarking to me the next day:

"Say, Doctor, I wish that tube had been three feet long."

Signed by a former President of a State Dental Association.
(Name on Application)

Isn't that like a boy!

There is actually—in each tube

15 Feet of Cream

If he had of used it properly—
(one inch twice daily) it would
have lasted three months.

Delicious and antiseptic, the dentifrice that combines efficiency with a delightful aftertaste. Your mouth does not need to have a medicinal taste and it won't if you use Colgate's.

Economical (1) More Cream—almost half as much again as in the average tube. (2) Less used—half as much cream comes out of our flat opening as from usual round-mouth tube. (3) No waste—our flat ribbon of cream cannot roll off the brush.

Antiseptic It gives a pearly lustre to the teeth and a perfect polish to gold work. Destroys decay-germs, stimulates gum tissue and prevents tartar.



42 inches of Cream
sent for 4 cents

SEND 4c FOR THIS TRIAL
TUBE. IF 1 INCH IS
USED TWICE DAILY
IT LASTS
THREE
WEEKS.

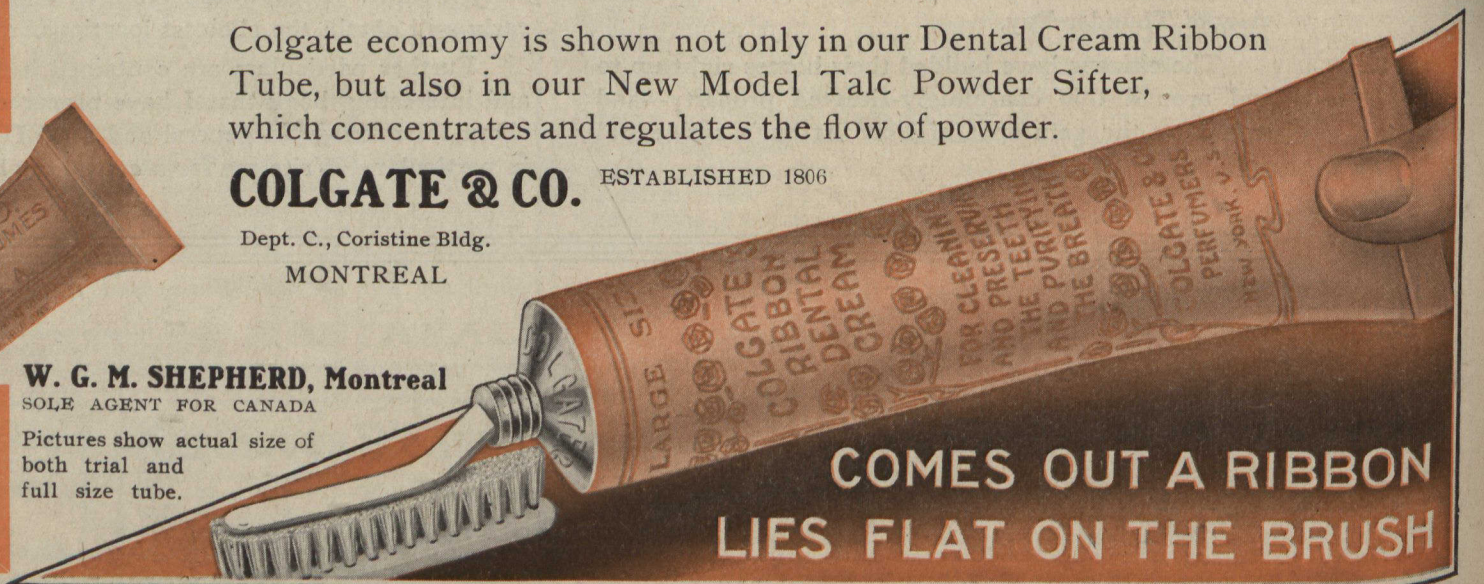
Colgate economy is shown not only in our Dental Cream Ribbon Tube, but also in our New Model Talc Powder Sifter, which concentrates and regulates the flow of powder.

COLGATE & CO. ESTABLISHED 1806

Dept. C., Coristine Bldg.
MONTREAL

W. G. M. SHEPHERD, Montreal
SOLE AGENT FOR CANADA

Pictures show actual size of
both trial and
full size tube.



**COMES OUT A RIBBON
LIES FLAT ON THE BRUSH**