

# 50 MEN WROTE THIS "AD"

Every word of it is quoted from unsolicited letters taken among the hundreds we are continually receiving.  
(Name of any writer sent on application)

## COLGATE'S SHAVING STICK

"Colgate's leaves no smarting sensation."—"It has not smarted on my face."—"There is no irritation."—"It does *not* have that burning sensation."

"Leaves the face freer from soreness and smarting than any other."—"Makes the skin smooth and comfortable, with a most delightful and cool feeling not obtained by other soaps."—"An agreeableness of feeling that instantly wins one's good humor."—"With its soothing and softening qualities, it is now a pleasure to shave."

"This morning in the Pullman some one was shaving with Colgate's; when I asked him if his face ever smarted, he replied, 'Not that you can notice it.' This helped me to get away from a brand I have used for 15 years—15 years too long!"

"For many years I used 'the only kind that won't smart or dry on the face,' but it often did 'smart' on my face. I sent for a sample of your 'Shaving Stick'; and I want nothing better for my use."—"It gives a pleasant, soft, creamy lather."—"Makes it a pleasure to shave."—"Shaves cleaner and leaves the face free from itching."—"Colgate's superiority is particularly pronounced in the point of *not drying on the face*. My experience is by no means isolated, for I have yet to find a man who, having tried Colgate's, would go back to the soap he formerly used."—"I find the lather continues moist until I have finished."—"Yours gives me a smooth, durable lather."—"Yours has a heavier and firmer lather than any other I have used."—"It is a better lather and lasts longer."

"To any man with a wiry beard and tender skin, I most heartily commend Colgate's."—"It is the best for a tough beard and tender skin."—"Heretofore I looked forward to shaving with a kind of dread, but with your stick have no trouble at all."—"Shaving has



**Does not smart  
or dry on  
the face**

been a bugbear to me, but since I used Colgate's a real pleasure."—"Have been troubled by a stinging sensation after shaving and blamed my razor; with your soap and the same razor I enjoy a fine, quick shave."

"I had been using 'the only kind that won't smart or dry on the face,' but a trial stick of Colgate's convinced me of its superiority."—"I shaved with Colgate's to-day and had the first delightful shave since I began shaving myself."—"My morning shave is a luxury since using your soap."—"Never used a shaving soap that produced the same delightfully cool sensation to the face."

"Have purchased several sticks for friends, who are as much pleased with it as I am."—"It is the best I ever used, and I have been shaving for 40 years."

"Your soap is simply delightful."—"It is just grand."—"The handiest, cleanest and best soap ever used."—"Has given entire satisfaction."—"I could not do without it."—"The results are simply marvellous."—"It is a wonder."—"Indeed a 'Triumph of Modern Chemistry.'"—"I agree with you, it is 'the Magic Wand of Shaving.'"—"It acts like Magic."—"I never found a perfect soap till I used yours."—"I find it is perfection."

If you will clip and mail to us this paragraph from this advertisement we will send you absolutely free a sample stick, in nickeled box, of Colgate's Shaving Stick: "I have more than my money's worth."—"I have found your stick all that you set forth."—"It is all and more than you claim for it."—"You don't say enough for it."—"Yours is the Best."—"It is better than the soap I thought was best."—"There's nothing like it."—"It is absolutely the best, I know, for I've tried them all."—"I have missed much comfort in not getting acquainted with it sooner."

**"Its Lasting Lather and Pleasant Effect on the Face  
Appeal to the Shaver and make Him a Convert"**

Convince yourself by sending 4 cts. for Trial Stick in Nickeled Box, Colgate & Co., Dept. 28, 55 John St., New York

**BETTER THAN THE SOAP YOU THOUGHT WAS BEST**