

This educational advertising has helped, and is helping, old and young to Good Teeth—Good Health

Our Teeth are Better Than Our Parents' Teeth

Fifty years ago there was little known about the care of the teeth. The manufacturers of the few dentifrices then on the market did as best they could—and their preparations, in spite of grit and “druggy” taste, did some good. The grit served to clean teeth which never had known cleanliness, even though it scratched them too. The medicine taste appealed to those who thought nothing that *tasted good* could *do good*.

Within the past few years people have come to a realization that proper care of the teeth demands a dentifrice *without grit*—and that the teaching of children to care for their teeth demands a pleasant tasting dentifrice.

And so we have come to



Here then is a real dentifrice:

It cleans thoroughly, safely. There is no druggy taste—it is not over-medicated.

Over-medication is frowned upon by dentists and their patients. A pleasant taste is recognized as an advantage in starting young people on the road to Good Teeth—Good Health. Ribbon Dental Cream is an easy riding vehicle on that road.

To Mothers, Dentists and Other Teachers

Regular care of the teeth by young people now will avoid years of regret later on. We do not go so far as the New York Times, which said in a recent editorial:

“A boy whose teeth are bad, whose mouth and throat are swollen and germ-laden, whose nasal, oral and ocular passages are stopped up, blinks when he looks at the blackboard, fails to hear his name when called upon, is bowed by defective breathing, and is pained in digestion. He becomes a truant, rebellious and a liar. Give him an oral cleansing and complete masticatory repairs, and you begin to make of him a gentleman and a scholar.” [The underlining is ours]

We quote this, although we do not agree that neglected teeth necessarily make a child untruthful. But we do say that good teeth are necessary for good digestion, and good digestion is necessary for good health.

So that more may know Ribbon Dental Cream, a trial tube will be sent for 4c in stamps. If you wish our instructive “Oral Hygiene” merely say “Send the Book.” It is free.

COLGATE & COMPANY

Dept. C., Coristine Bldg., Montreal

Makers of Cashmere Bouquet Soap—luxurious, lasting, refined

W. G. M. Shepherd, Montreal, Sole Agent for Canada.

