



# COLGATE'S

## RIBBON DENTAL CREAM

TRADE MARK

THESE pictures of dental lecturers in the public schools show how thoroughly impressed educators are with the importance of oral hygiene in the class room.

In the home, the mother has the duty of teaching the vital necessity of clean teeth.

“Good Teeth—Good Health” is not a mere catch phrase—it is a scientific fact. It should be the watch word of every mother.

Dr. Richard Grady, the dentist of the U. S. Naval Academy at Annapolis, says:

“The Tooth-brush Drill is as needful as any gymnastic exercise for the preservation of health.”

For perfect health, for cheerfulness, for full ability at work or play, good digestion is necessary. For good digestion one must have sound, strong teeth to chew the food properly—clean teeth that stay sound.

The delicious flavor of Colgate's Ribbon Dental Cream makes the children eager to use it. In its double efficiency it is different from other dentifrices—not only does it destroy decay-germs *when* used but also, by its lasting antiseptic qualities, *leaves* the mouth in the sweet, clean, non-acid condition that checks germ growth.

Dr. Parker C. McIlhiney, the eminent chemist, after certifying to these antiseptic qualities, says:

“I find that in freedom from gritty substances it is unexcelled.”

**COLGATE & CO.,** Established 1806

Dept. C., Coristine Bldg., MONTREAL

Makers of the Famous Cashmere Bouquet Soap

W. G. M. SHEPHERD, MONTREAL, Sole Agent for Canada.

