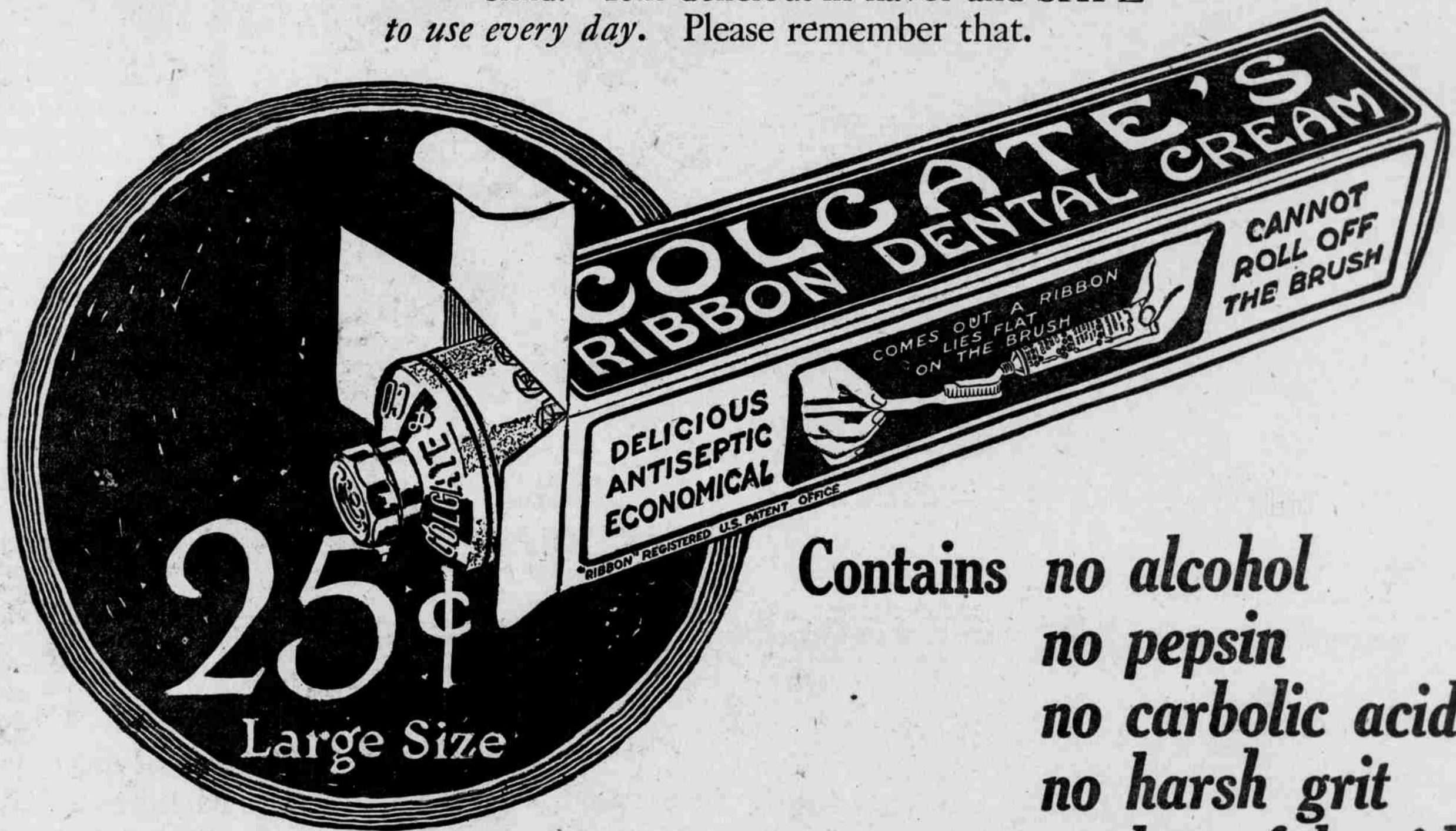


COLGATE'S

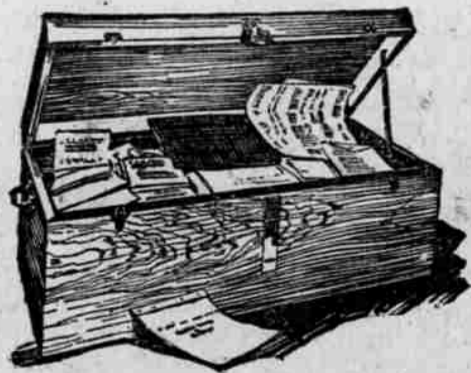
RIBBON DENTAL CREAM

REG. U.S. PAT. OFF.

A DENTIFRICE for every man, woman and child. It is delicious in flavor and *SAFE* to use every day. Please remember that.



Contains *no alcohol*
no pepsin
no carbolic acid
no harsh grit
no harmful acids
no chlorate of potash



The Chest of Evidence
 Evidence that Colgate's is preferred by dentists is contained in the affidavits and other documents in this Evidence Chest—deposited with the Title Guarantee and Trust Co. of New York. They may be examined by accredited committees on application to Colgate & Co. A descriptive leaflet will be sent free on request.

All sorts of things are put into some dentifrices to bolster up "cure all" claims. Strong chemicals may make the mouth *feel* clean, but it's only common-sense to know that such strong drugs may also harm the delicate membranes of your mouth. Just ask any throat specialist.

So choose a safe dentifrice—Colgate's. Ribbon Dental Cream cleans the teeth so thoroughly—so *safely*. Dentists and physicians select it to use every day in their own families. Besides the safety, you have a still further advantage in buying Colgate's. Its delicious flavor appeals to the normal taste of both grown-ups and children—and so encourages regular use of the toothbrush.

Colgate's
 NEW YORK
 Est. 1806

Keep Colgate's ready for use in the bathroom. It is good for you and your children. If brushing with it only made the mouth feel wholesome it would be worth using. It does that—and more.

Your own teeth profit from its use. (There is none of that after-sensitiveness which the too great chemical strength of some "tooth pastes" may cause.) If Colgate's merely kept the teeth *safely* clean, its use would be a valuable daily habit. It does that—and more.

Teeth that make a smile bright! If a Colgate brushing two or three times a day merely made your smile brighter, Ribbon Dental Cream would justify its purchase. It does that—and more.

Clean —the word that means relief from many tooth troubles. Colgate's cleans thoroughly and polishes the teeth to natural whiteness.

With the twice-a-day brushing and the twice-a-year visit to the dentist for examination, you enjoy "Good Teeth—Good Health."

Colgate's —Sold at your favorite store—or, if you prefer, send 2c in stamps to Dept. RDC, 199 Fulton St., New York, for a trial size.

Take the Tube Home To-day