

*Something new!*

# FAB

## COLGATE & CO.



**FAB** is the new wash-bowl flake made by Colgate & Co.

**FAB** is for washing the sheerest, daintiest, most fragile garments and fabrics.

**FAB** is **SAFE** for the texture of the most delicate fabrics.

**FAB** is **SAFE**.

Five years of careful experimenting has made it so. Five years of thorough testing has proved it so.

A test is your proof.

Say it to the grocer—

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