

# Try America's First Aerosol Dentifrice— COLGATE'S...NOW IN THE MOST CONVENIENT TOOTHPASTE CONTAINER EVER!



Colgate-Palmolive Announces...

## Power Packed COLGATE DENTAL CREAM WITH GARDOL

World's Largest Selling Toothpaste

NOW FOR THE FIRST TIME IN  
CONVENIENT PUSH-BUTTON CONTAINER!

BIG  
7-ounce can  
Only **98¢**



So easy! Just set can down and press. Stores readily on cabinet shelf.

ONE COLGATE BRUSHING HELPS GIVE THE SUREST PROTECTION ALL DAY LONG! Brushing for brushing, it's the *surest* protection ever offered by any toothpaste! Because of all leading toothpastes,\* only Colgate's contains Gardol to form an invisible, protective shield around your teeth that fights decay all day... helps *stop* decay with just *one* brushing! One Colgate brushing stops mouth odor all day for most people, too! It actually cleans your breath while it cleans your teeth!



COLGATE'S WITH GARDOL FIGHTS BOTH DECAY AND BAD BREATH ALL DAY

\*TOP THREE BRANDS AFTER COLGATE'S... GARDOL IS COLGATE'S TRADE-MARK FOR BOUOH N-LAURYL SARCOSINATE.

Fight Tooth Decay with Colgate's *while you* Stop Bad Breath All Day!