



What's New in Colgate Dental Cream that's MISSING-MISSING-MISSING in every other leading toothpaste?

It's GARDOL!
 And No Other Toothpaste Helps
 Protect So Many People
 So Effectively and So Safely
 Against Both Bad Breath
 and Tooth Decay!



HOW COLGATE'S WITH GARDOL
 FIGHTS TOOTH DECAY AND BAD BREATH ALL DAY!



Colgate's with Gardol is safe—even for children under six. No other leading toothpaste can give you long-lasting Gardol protection, with such complete safety for every member of your family! No other company can match Colgate's 79 years of dentifrice research!



Unlike other leading toothpastes, Colgate Dental Cream forms an invisible, protective shield around teeth that fights decay all day! Ask your dentist how often to brush your teeth. But remember! One Colgate brushing fights decay-causing bacteria 12 hours—or more!



Colgate's with Gardol helps stop bad breath all day for most people with just one brushing! Instantly sweeps away bacteria that cause bad breath originating in the mouth... gives you a cleaner, fresher breath all day! And Colgate's famous flavor preferred the world over!



Cleans Your Breath With Guards Your Teeth

SAFE for Children of All Ages!
 SAFE to Use in All Water Areas!
 Makes teeth whiter—
 not stain or discolor!

GARDOL IS COLGATE'S TRADE-MARK FOR BUSHING & LAUREL BROS. CO. NEW YORK, N. Y.