

# 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!



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!

**BIG  
7-ounce can  
Only 98¢**

POWER PACKED  
**COLGATE**  
DENTAL CREAM  
  
with **GARDOL**

### PUSH-BUTTON EASE!

Remove red cover. Then touch  
push-button top and release  
the desired amount of  
Colgate Dental Cream.

NO CAP TO  
REPLACE!

NO WASTE!  
NO MESS!

MORE  
ECONOMICAL!

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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 SODIUM N-LAURYL SARCOSINATE.

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