

COLGATE'S

Useful Gifts — Not "Gimcracks"

CHRISTMAS, 1919

Helps for Useful, Thrifty Christmas Giving

COLGATE'S Christmas Thought

LAST Christmas—and for many years past—we advised making it a Thrift Christmas for many and good reasons.

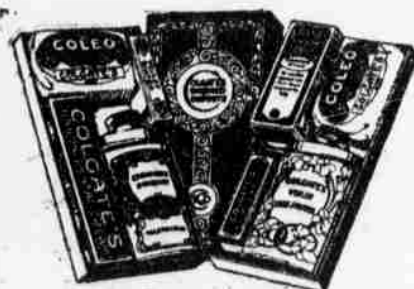
This year, if only for the self-satisfaction of continuing a desirable habit, let it again be a Thrift Christmas—one of useful gifts, not "gimcracks."

Colgate Comforts are useful—and are thrifty. But most of all, they are necessities.

Colgate Comforts, too, are Christmas gifts that will last well into the New Year and be used every day—gifts that everyone is glad to receive or give.

A gift costing a few pennies may be extravagant if it is not useful. But any of the Colgate Comforts illustrated in this page are thrifty gifts, well worth the giving because they are so useful every day in the year.

There are Colgate Comforts that will delight every member of the family. And you will find them convenient to buy at your nearest dealer's.



"Combined Comforts" for the Whole Family

COLGATE'S "Combined Comforts" are unusually attractive and useful packages. Put up in the following combinations:

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| No. 1—For Men: | No. 2—For Women: |
| 1 "Handy Grip" Shaving Stick; | 1 Box Cashmere Bouquet Tale; |
| 1 Box of Violet Tale; | 1 Cake Colgate Soap; |
| 1 Cake Colgate Soap; | 1 Tube Ribbon Dental Cream (Large Size); |
| 1 Tube Ribbon Dental Cream (Trial Size); | 1 Bottle Lilac Imperial Toilet Water (Trial Size). |

Price 60 Cents

Put a Tube of Ribbon Dental Cream in the top of each stocking

Give Good Health for Christmas

What greater gift than good health could you give anyone for Christmas?

Good teeth are necessary to good health.

"Good Teeth—Good Health" is a gift worth giving. Teach the children this Christmas to use Colgate's Ribbon Dental Cream because it cleans thoroughly and is free from risky drugs and harsh grit—no over-medication. Its delicious flavor makes the twice-a-day brushing a safe, pleasant habit, not a task.

Teach them also to be thrifty—to use every bit of the cream that "comes out a ribbon, lies flat on the brush." None is wasted because none rolls off the brush and even if the cap is left off, Colgate's has no alcohol to make the cream harden or become unusable.

At Your Dealer's—Large size, 25c



Florient
Flowers of the Orient

THE fragrance of rich blossoms—yet delicate, elusive and dainty—this is Florient. Its superiority to foreign perfumes was established by an International Perfume Test, in which an impartial jury of 103 women compared Colgate's Perfumes with the most popular imported scents. Colgate's was selected by more than 3/5 of the jury—nearly all of whom had said that they preferred a foreign perfume.

Special bottle, at your favorite dealer's, \$1.00, \$2.00, \$3.00

BUY THESE USEFUL GIFTS FROM YOUR LOCAL DEALER

You will find the useful, thrifty Colgate comforts catalogued on this page convenient to buy at your favorite dealer's. He will appreciate your patronage and you will find it a simple solution of the holiday gift buying to make your purchases at his store. All the articles mentioned are attractively packaged and conveniently put up for easy shopping.

COLGATE'S

COMPACT ROUGE

A generous cake of softly clinging rouge in a dainty lation box, with puff and mirror. Handy for vanity box, shopping bag or dressing table.

Used with Colgate's Florient Face Powder, Compact Rouge adds charm to a smooth skin and helps a rough one to greater beauty. Your favorite store has them both. 35 cents the box

For Dad, Uncle Will and Brother Bill

FOR real shaving comfort Dad will thank you every morning for the rich, cool, comfortable lather of

COLGATE'S HANDY GRIP

The REFILL Shaving Stick The soap is threaded and screws into the metal socket. When it is nearly gone, unscrew the stub and screw in a "Refill." Then stick the stub which you unscrew on the end of the "Refill" when wet. It stays and saves 50 cool, comfortable Colgate shaves.

"Handy Grip" Shaving Stick, 30c
"Refill" Shaving Stick, 22c

After the Christmas Shave and Every Shave of the New Year

Uncle Will may like Toilet Water after he shaves. We suggest "Lilac Imperial" as popular with the "men folks" for after shaving. Sprinkler top, per bottle, 96c.

Suggestions for Sensible Thrift Gifts

For Him—A "Handy Grip" Shaving Stick that allows all the soap to be used—no waste. Ribbon Dental Cream, safe, thorough and delicious.

For Her—A box or two of Tale, scented with her favorite perfume; a half-dozen tubes of Mirage Cream—"Greaseless and vanishing."

For Mother—A box of fine toilet soap for her own special use—Cashmere Bouquet, Charmis Cold Cream to protect her skin against winter weather.

For Father—Shaving Soap—Stick, Powder or Cream as he prefers—with Tale of Cold Cream to use after the shave. He will like Colgate's.

For Baby—Colgate Soap, made entirely of vegetable oils—ideal for Baby's bath. A box of Baby Tale to make him comfortable and happy.

For Father's—Ribbon Dental Cream, the safe, delicious dentifrice that is endorsed by more dentists than any other. Good Teeth—Good Health is a splendid Christmas gift.

This, Too, Will Please "Her"

TO increase the charm of a smooth skin, to soften the roughness of one unfortunately not so smooth—that is the purpose of

FLORIENT
Flowers of the Orient
FACE POWDER

Delicately perfumed with Florient (Flowers of the Orient). At Your Dealer's White, flesh, brunette 50c the box.

For "Baby"

HERE in handy form is something no nursery should be without—the

Baby Gift Box

The box contains: Baby Tale (special size); Eau de Cologne; Colgate Soap; Charmis Cold Cream; trial size Extract. \$1.35

Delight Mother and Aunt Mary with a Box of Cashmere Bouquet Soap

CASHMERE BOUQUET
The Most Luxuriously Perfumed Soap

... its flower-like fragrance will bring them reminiscences of old-fashioned gardens. Nor is that exquisite perfume its sole attraction, for Cashmere Bouquet is luxurious in its lather and so wholesomely pure that it is safe for even baby's tender skin. Economical, too—wearing down thriftily to tissue-like thinness. A "hard-milled" soap that does not soften and waste as do some soaps when left wet in the soap dish.

Medium Sized Cake, 10c Large Sized Cake, 25c
Box of 6 Medium Sized Cakes, 55c

Toilet Water in Special Boxes

WHAT gift more welcome than a fragrant toilet water? A stylish bottle in a "cheery" box is yours when you ask for Colgate's.

Choice of the following scents:

Cashmere Bouquet	Lilac Imperial	La France Rose
Florient	Lily of the Valley	Monad Violet
Violet	Caprice	Eclat

Price from \$1.00 to 50c a box

A Lovely "Gift Box" for "Her"

ONLY the faintest idea of the richness and charm of the Colgate "Gift Box" can be had from this illustration. The richly colored box, beautiful in design, will surely delight "Her" as well as the charm and usefulness of the dainty packages themselves.

Included in the "Gift Box" are:

- 1 Bottle of Florient Toilet Water, delicately perfumed with the famous Florient (Flowers of the Orient).
- 1 Bottle of the famous Florient (Flowers of the Orient) perfume—that delicate, elusive perfume mentioned elsewhere on this page.
- 1 Box Florient (Flowers of the Orient) Face Powder.
- 1 Cake of superfine Florient Toilet Soap.
- Also a packet of Sachet, Florient scent.

The "Gift Box" is also put up with the corresponding items in the following scents:

Splendor Radiant Rose Violette de Mai Eclat

Price: Florient Grade, \$3.20 per Box; Eclat Grade, \$2.75 per Box

For SAFETY, Cross at the Crossings—and use Colgate's Ribbon Dental Cream