

# COLGATE'S *for* CHRISTMAS

## Seasonable Gift Suggestions

CHRISTMAS 1920

EDITED BY

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### Cashmere Bouquet Soap for Christmas



AMONG the refinements with which a dainty woman surrounds herself, Cashmere Bouquet Soap has, for three generations, held a favored place. A box of this perfumed soap at Christmas will especially please the feminine members of the family, from Grandmother to the youngest niece.

Six medium size 10-cent cakes in a box, 55c. Three large size 25-cent cakes in a box, 70c.



OTHER delicately perfumed soaps in decorative boxes make charming Christmas gifts. The finest Colgate soaps are to be had in all the favored fragrances, Florient, Splendor, Radiant Rose, Natural Lilac, Natural Violet, and many others.

Boxes of 3 or 6 cakes at prices varying from 40c to \$1.25.

### All Children love Perfume

FOR a neighbor's little girl or to tuck into your own kiddies' Christmas stocking—this pretty box of two bottles of perfume and a little cake of Cashmere Bouquet Soap. Either you or Santa Claus will be heartily thanked.



The box is 40c



### To Replenish her Powder Box

A BOX of Colgate's Face Powder will be a most acceptable gift if scented according to her perfume preference—Florient, 50c—Eclat or Cashmere Bouquet 25c. The powder is white, flesh-color or brunette.

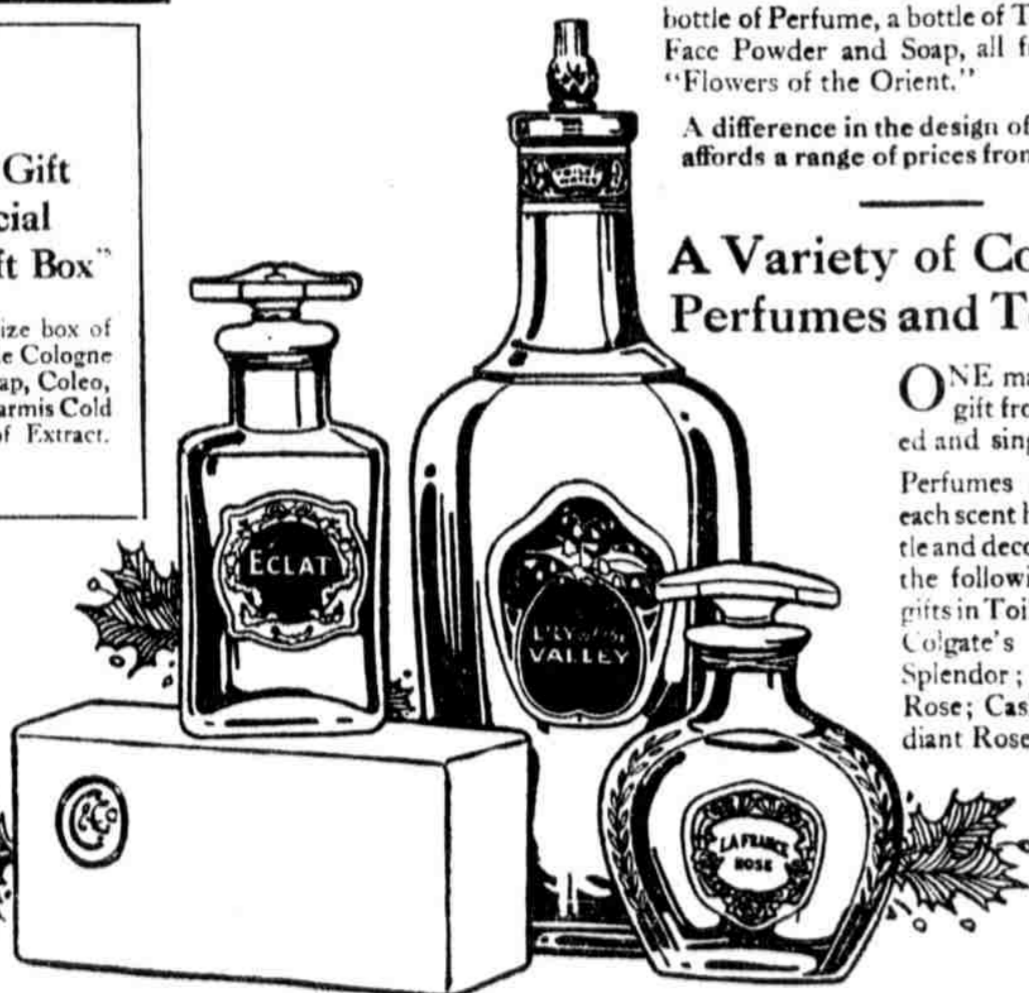
For a little remembrance there is the box of Colgate's Compact Face Powder, of exquisite perfume, prepared in white, flesh and brunette for 35c. Compact Rouge is in a dainty latten box, with puff and mirror, 35c.



### Baby's Colgate Gift is a Special "Baby Gift Box"

THE box contains a special size box of Baby Talc—a bottle of Eau de Cologne—a cake of pure vegetable oil soap, Coleo, a safe baby soap—a tube of Charms Cold Cream—and a small bottle of Extract. The box—\$1.50

In the International Perfume Test, an editor of a well-known woman's periodical, whose profession brings her in touch with all that is best in perfumes, chose Colgate's Splendor. She had expressed a preference for a famous French perfume, included in the Test—which she put in second place, the perfumes not being labelled.



### The Florient "Gift Box"

lined and decorated in the Florient design, contains various toilette accessories; a bottle of Perfume, a bottle of Toilet Water, Face Powder and Soap, all fragrant with "Flowers of the Orient."

A difference in the design of the boxes affords a range of prices from \$5 to \$12.

### A Variety of Colgate Perfumes and Toilet Water

ONE may select a Christmas gift from a variety of blended and single flower perfumes. Perfumes and Toilet Waters, each scent has its distinctive bottle and decoration. You will find the following make acceptable gifts in Toilet Water or Extracts: Colgate's Lily of the Valley; Splendor; Eclat; La France Rose; Cashmere Bouquet; Radiant Rose and Violette de Mai.

At thrifty prices up to \$2.00 a bottle.

### Rich and Delicate Perfumes the Choicest Christmas Gift



### The Spicy Odor of "Cha-Ming"

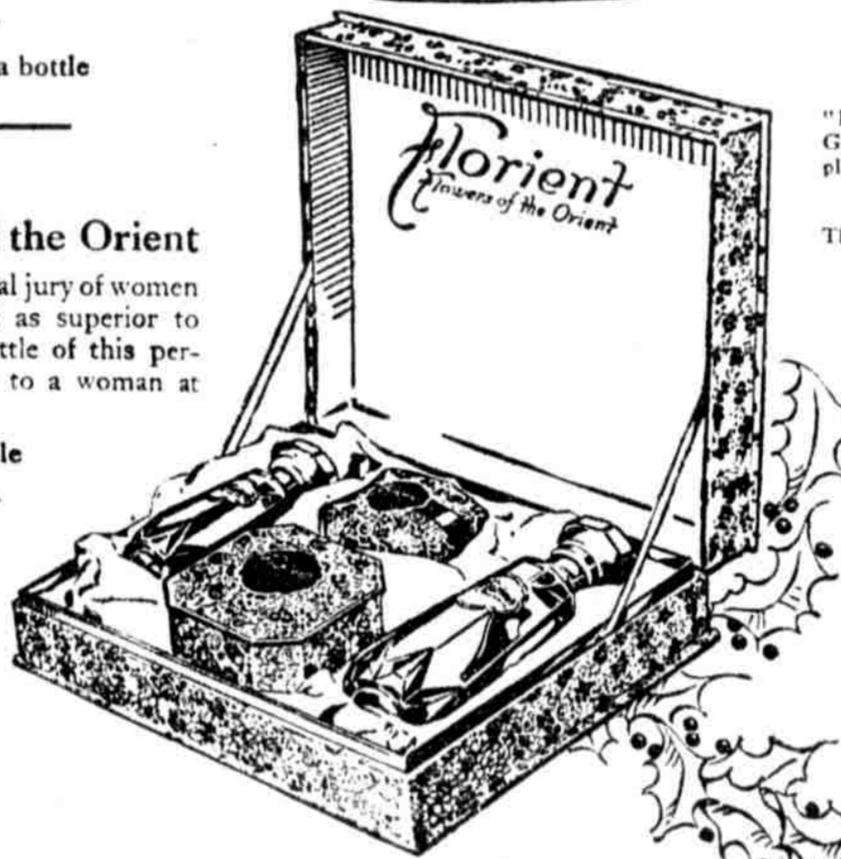
a late addition to Colgate perfumes, has a delightful appeal. In frosted bottles of Chinese design, the charm of this artistic little gift will far outlast the holiday season.

\$1.00 a bottle

### Florient—Flowers of the Orient

was selected by an impartial jury of women in an International Test as superior to foreign perfumes. A bottle of this perfume is a delicate tribute to a woman at Christmas time.

\$2.00 a bottle



### Colgate Talcs

THE tall box with its artistic decoration, typifying Flowers of the Orient, is a worthy container for this superior Talc Powder. This box will grace any dressing table, at Christmas time and throughout the year.

The other tall box suggests the spicy Chinese odor of its contents—Cha-Ming Talc—fragrant with the new Colgate bouquet odor, Cha-Ming, "just like its name."

Either is a gracious Christmas remembrance, 25c. In frosted glass bottle of graceful design 50c.



One for every stocking—a cheery red tube of



25c Large Size

Is safe, cleans thoroughly, has a delicious flavor

### Brother buys Colgate's Shaving Soap for his Christmas Gift to Father

TO Brother, a Christmas Gift means something useful, something he is accustomed to use every day. Colgate's Shaving Soap for Father is a splendid gift—and his joy in buying it is as great as Father's satisfaction will be in using it every day.



As we make Shaving Sticks, Powder and Cream, we can give the small boy impartial advice. Buy "Handy Grip" Shaving Stick. It is the last word in shaving convenience, comfort and economy.

Colgate's

### For any Man Who Shaves—

HERE are shaving comfort and convenience for which any man will be most grateful. When the first stick of soap is used up the stub can be unscrewed and a "Refill" screwed into the metal "Handy Grip." The "Refill" costs only the price of the excellent soap.



The "Handy Grip" complete costs 35c  
The "Refill" 25c

The "Thrifty Shaving Package" Shaving comfort for a year or more. One "Handy Grip" complete. Two "Refill" sticks to fit grip. The thrifty price is 80c.

### An After-shave Delight

MOST men select Lilac Imperial Water to use after shaving. It might be well for you to choose this Toilet Water for a gift at Christmas, if there is any doubt of his preference.

Price, \$1.00



### Roses for Christmas

THE roses are in Sister's cheeks and she keeps them there with Charms, the Colgate Cold Cream, Mirage, the Colgate "Vanishing" Cream, she uses as a base for her face powder.

A supply of these night and morning creams will be an acceptable Christmas present to some feminine member of the family.

Both in dainty jars at 40c each