

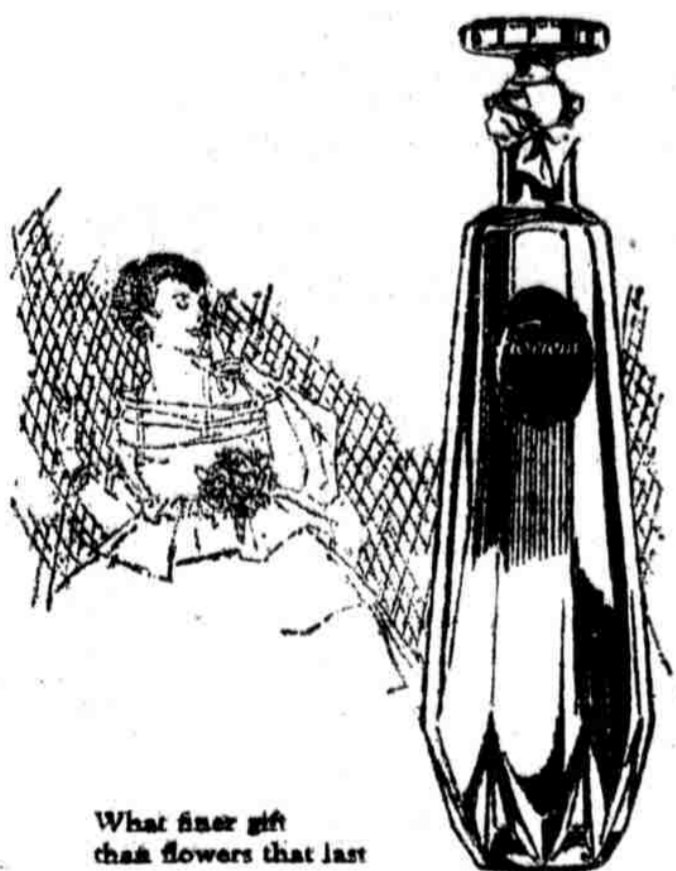
COLGATE'S

Lovely Gifts for Christmas

AT YOUR FAVORITE STORE

There is a COLGATE article to answer every problem on your gift list—a fragrant perfume or exquisitely scented soap for every feminine whim, shaving articles de luxe for the masculine puzzles, talcs for the new pink-and-white babies, "Petite Perfumes" for budding girlhood, and the perfect dentifrice to top every Christmas stocking.

Make this a COLGATE Christmas—subtract from the anxiety of the giver, add to the pleasure of the recipient, multiply the Christmas cheer of both—and divide the cost in two!



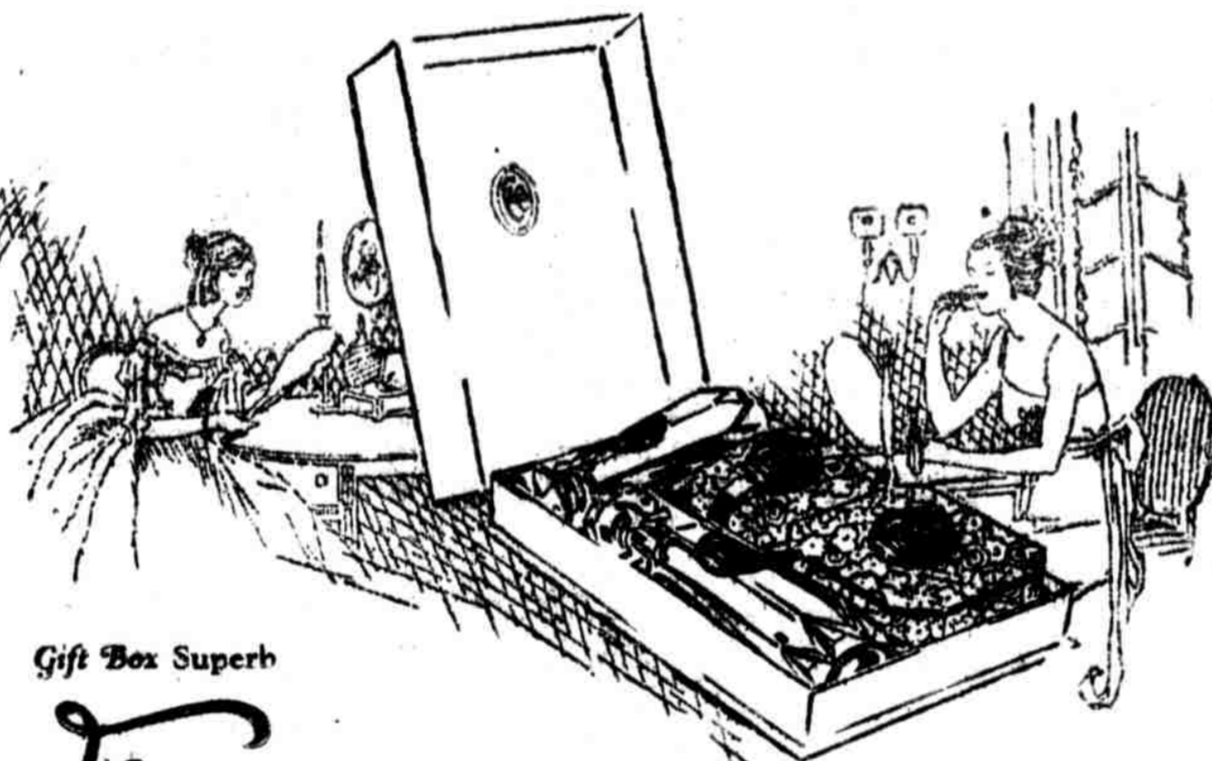
What finer gift than flowers that last

Florient Perfume

FLOWERS OF THE ORIENT—and among its exotic blossoms is her favorite flower. The fragrance of Florient will become her favorite perfume the moment she lifts the cover of the artistic box and discovers its hidden treasure.

Florient Extract—
Florient Toilet Water—

In PHILADELPHIA
Long ago the belle of the day was innocent of cosmetics, and left her vain ambition unobtainable secret.



Gift Box Superb

Florient Flowers of the Orient

A gift that she will enjoy—Florient Perfume, Florient Face Powder and Florient Soap—all with the fragrance of Oriental blossoms, in an exquisitely artistic package reminiscent of Oriental gardens.

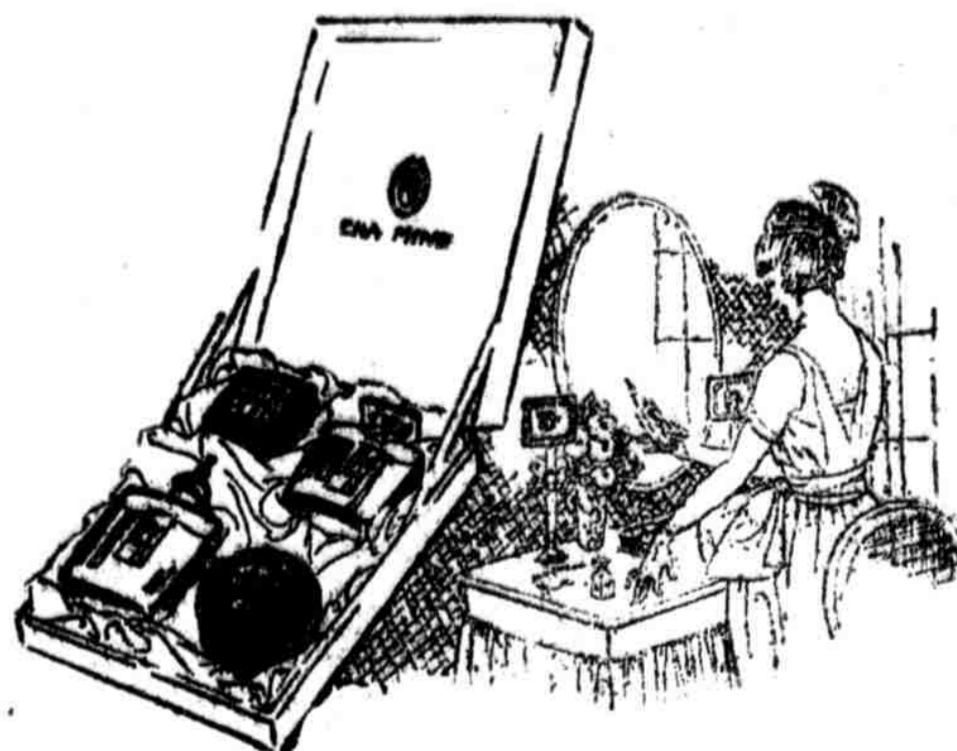
The modern woman who prizes her beauty and always tries to be appreciated gifts.

The handmaid of beauty

CHA-MING Gift Box

PERFUME that is the fragrance of a whole bouquet, and the same charming scent expressed in toilet water, powder and soap—each a delight in its package, the whole an exquisite Christmas surprise.

Cha-ming Gift Box, containing Perfume, Toilet Water, Powder and Soap



For women of fashion

Florient Powders

VELVET in texture as a woman's skin, cream tinted as her complexion, fragrant as the perfume-laden breezes in an Oriental garden—could there be any more subtle compliment to a woman's loveliness?

Florient Face Powder

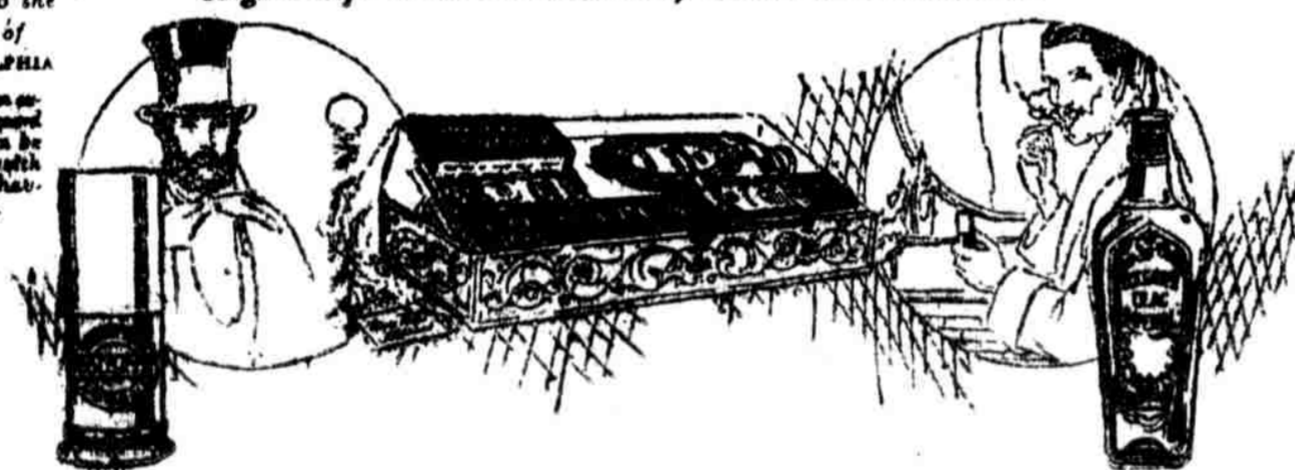
Florient Talc Powder

"Cushion" or other of Colgate's powders if you prefer.

LONG AGO the dandy of PHILADELPHIA cultivated an elegant beard which he cherished with religiously shaving rituals.

For the New-fashioned Man

Colgate Gifts That a Woman May Choose With Assurance



The modern man makes his morning shave a pleasurable moment with Colgate's "Handy Grip" Shaving Stick.

"The Aristocrat of Soaps"

Cashmere Bouquet Toilet Soap

PERFUMED with sentiment and romance, the crystallized fragrance of the flower-scented breezes of Cashmere, quaint as a Cashmere shawl—the soap her grandmother treasured, the soap she will treasure as a gift.

A Personal Thought for His Personal Needs

By way of thoughtfulness isn't it a good idea to anticipate everyday needs of brother, uncle, father, or "bignold"? This box of collar buttons is called "MEN'S COMFORT PACKAGE". Its attractive contents are Colgate's Talc Powder, "Handy Grip" shaving stick, a "Refill" stick, a large tube of Ribbon Dental Cream and a bottle of Lilac Imperial Water. Price complete, 1.25

"Handy Grip" Shaving Stick

A useful gift with an ever-renewing "thank you" every time it lends its luxurious convenience to a man's morning shave. A "Handy Grip" Shaving Stick with Refill Sticks is a man's size gift.

Lilac Imperial Toilet Water

A SHAVING afterthought that is a gift with forethought—a rather subtle appreciation of a man's fastidiousness.

Colgate's Shaving Cream

NINE out of ten chances, if he uses shaving cream, Colgate's is his favorite and the tenth chance is that he will make it his favorite as soon as he makes its acquaintance.

As we make Shaving Stick, Powder and Cream we can give this impartial advice: For luxurious, moist lather which means an easy shave, there's nothing like Colgate's Shaving Stick—and the "Handy Grip" adds greatest convenience and economy.

Perfumes and Toilet Waters

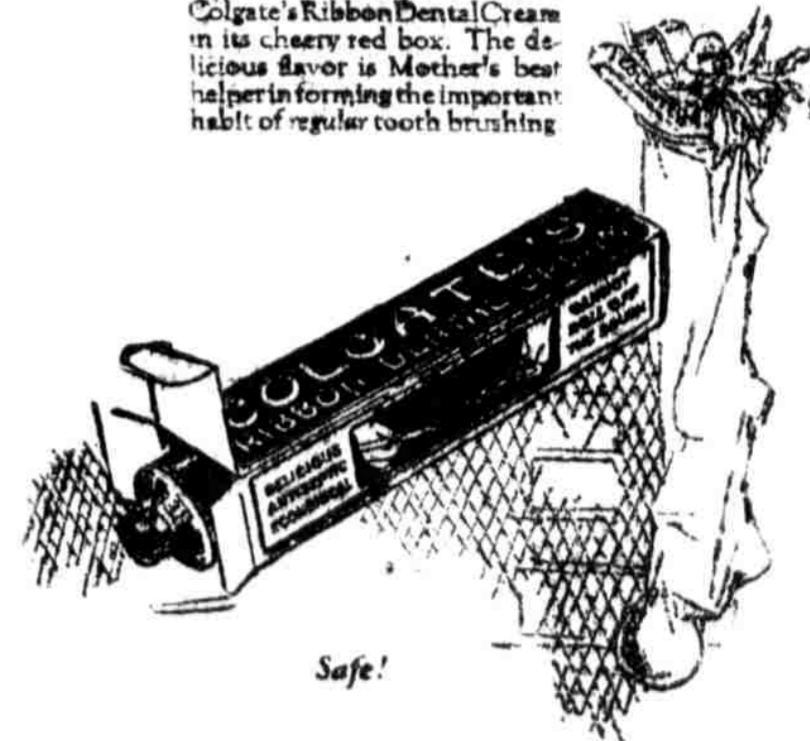
FRAGRANCES as delicate as their names, the perfume of a single blossom or the fused aroma of a bower of flowers—Cashmere Bouquet, Lily of the Valley, Splendor, La France Rose, Eclat, Dactyls, Radiant Rose, Violette de Mai—all at attractive prices.

"COLGATE" on Toilet Articles Corresponds to "STERLING" on Silver

In Stocking Tops—

Ribbon Dental Cream

To avoid laddie and lassie some little gimcracks of course—but always a tube of useful Colgate's Ribbon Dental Cream in its cheery red box. The delicious flavor is Mother's best helper in forming the important habit of regular tooth brushing.



Safe!



Luxurious!

