

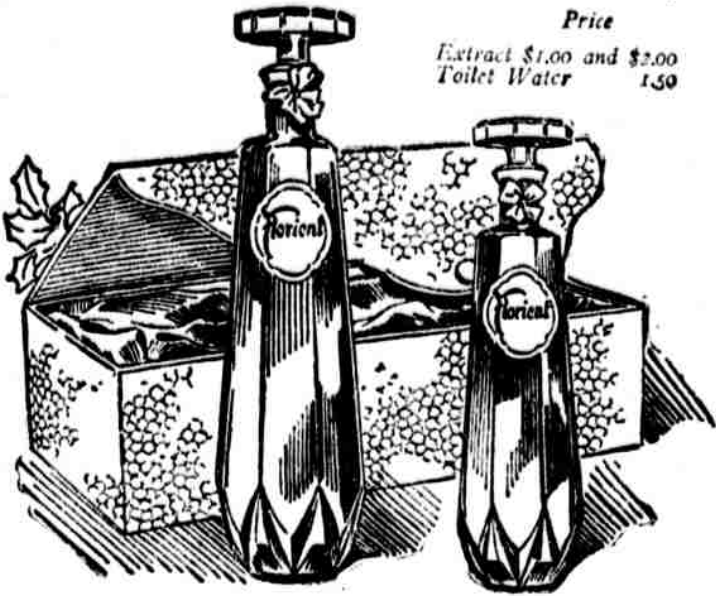
COLGATE'S GIFTS

FOR CHRISTMAS



Florient Extract and Toilet Water
A rare fragrance. Lovely as a Japanese landscape with the cherry blossoms in full bloom. Tantalizingly Oriental. That gives you a faint idea of Florient, (Flowers of the Orient.)

Price
Extract \$1.00 and \$2.00
Toilet Water 1.50



Cha-Ming Talc and Extract

Quaint temples against a Chinese blue sky—colorful blossoms exuding fragrance—silver streams and golden suns—all these Cha-Ming subtly suggests in piquant odor—in Oriental richness. Even the bottle top curves in reminiscence of a Chinese arch.

Price—Talc .25
Extract \$2.00



Cashmere Bouquet Soap

An old-fashioned garden in full bloom. Suggesting lavender and old lace. Old-fashioned high quality, indeed. Several generations of lovely women have found it to their liking. In good taste then—in good taste now.

Price—
3 cakes (large) .75
6 cakes50
(medium)



Cashmere Bouquet Toilet Water

Hollyhocks and larkspur—mignonette and lavender—forget-me-nots and pansies—tell their story of quaint gardens and olden time glory in the unusual piquancy of Cashmere Bouquet.

Price .50 and \$1.00

La France Rose

La France roses lend countless petals to achieve this exquisite result. All you need do is to open the bottle—and all the roses come to life once more.

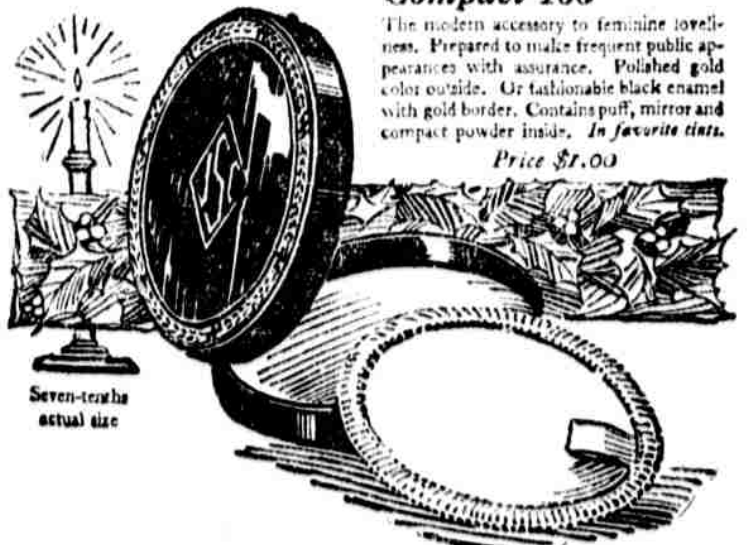
Price .50 and \$1.00



Compact 100

The modern accessory to feminine loveliness. Prepared to make frequent public appearances with assurance. Polished gold color outside. Or fashionable black enamel with gold border. Contains puff, mirror and compact powder inside. In favorite tints.

Price \$1.00



COLGATE'S GIFTS

that are sure to please

COLGATE'S for Christmas! Therein lies the solution of many a holiday problem of how to give all the things you want to give without spending beyond your means. It matters not if you want to give but a trifle to an acquaintance or something more elaborate to a friend—a gift to please a child, or one for a critical adult. The answer is—Colgate's!

Perfumes, toilet waters, talcs, creams, compacts, gift boxes—surely you can supply the greater part of your list from these—with the assurance that you have sent the right gift, the delightful gift, the practical gift.

And these gifts carry with them not only the centuries-old spirit that marks the Christmas season, but the century-old reputation of the Colgate name.

Florient Combination

A gift box de luxe. A boxed gift de luxe. A gold-toned compact with scented powder. A clear mirror, a pressing puff. A smaller one to match—of rouge. Topped by an exquisite bottle of Florient perfume. Truly the perfect ensemble! Price \$2.50



Engraved with Her Initials
The Colgate compact makes a last-minute gift of individuality—order today to allow time to engrave her initials before Christmas.

Choose Your Gifts from the Colgate Christmas Assortment at Your Neighborhood Store

Young People's Perfumes

Four little bottles. All in a row. Just like grown-ups' perfumes. To scent little handkerchiefs. For small noses to smell. A gift that will give children a vast amount of pleasure—at a trifling cost. Price .40



"Handy Grip" Shaving Stick Rapid-Shave Cream



For the man who shaves himself—cool comfort. A gift for a man friend. Or to Daddy—from the children. It's the sort of gift that will give pleasure every time the recipient confronts his razor. Price .55

Florient Talc and Face Powder

Fairy textured powder for the face. Talc of moonbeams and silver rays. A gift for the woman who loves daintiness. Subtly scented. Clinging lightly, caressingly, with a touch as soft as the fall of a thistle down. Talc .25 Face Powder .50



Exquisite Toilet Waters

Monad Violet
The only crushed violet perfume. Price \$1.00

Lily of the Valley
A non-forgettable richness. Delightful when one is tired. Delightful when one is not. Price \$1.00

Lilac Imperial
Men find it a joy to use after shaving. Women like to "borrow" a wee bit occasionally. Price \$1.00



COLGATE'S RIBBON DENTAL CREAM

Ribbon Dental Cream sorely needs an introduction. Grown-ups know it—use it—like it. Children like the pleasant taste it leaves behind. Grown-ups appreciate its purity—its thorough cleansing qualities. Children find its flavor makes tooth brushing a treat. An excellent all-round-the-family gift. Large Tube .25

