

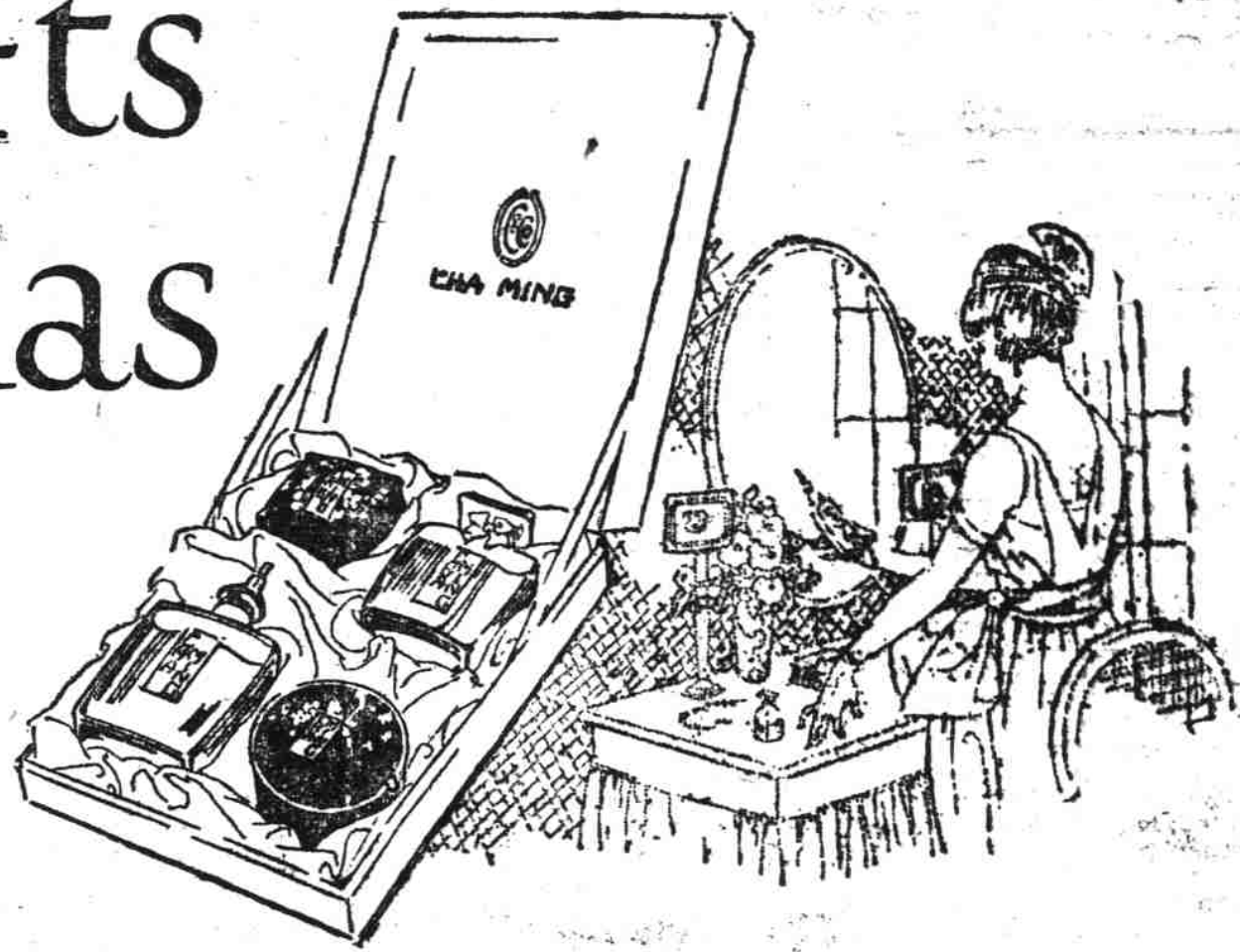
COLGATE'S

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!



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
Price 5.00—6.00

The modern woman's toilet articles are Colgate's, her pride, her pleasure and always sure to be appreciated gifts.



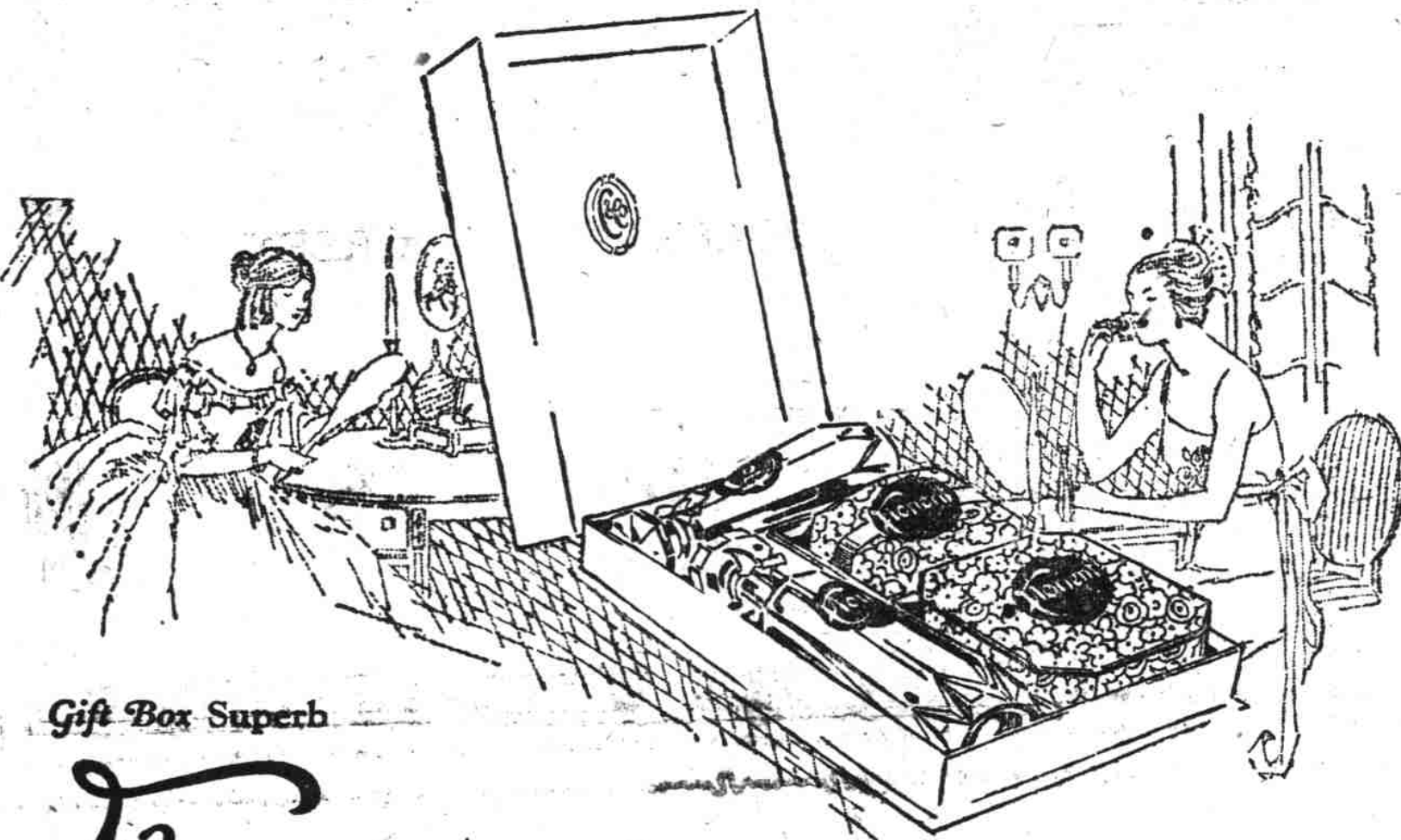
What finer gift than flowers that last

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—Price 1.00 and 2.00
Florient Toilet Water—Price 1.50

In WILMINGTON LONG AGO the belle of the day was innocent of cosmetics, and kept her toilet articles an unfathomable secret.



Gift-Box Superb

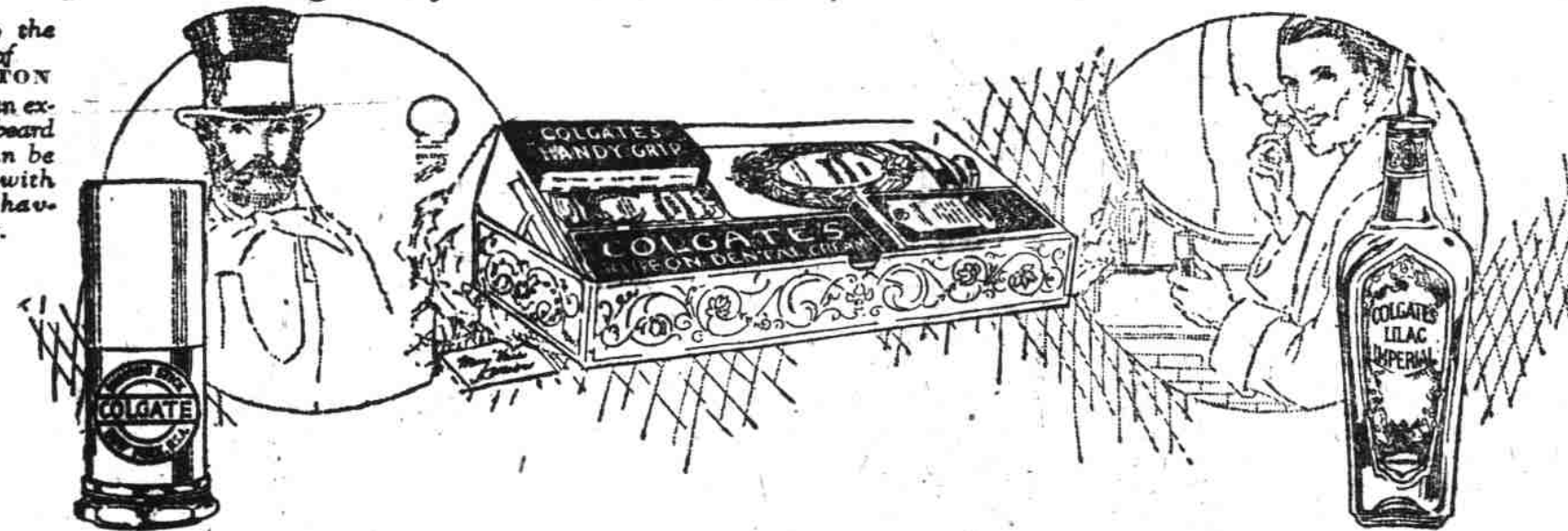
Florient Flowers of the Orient

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.

Prices, 7.80 to 12.00, in different designs

For the New-fashioned Man

Colgate Gifts That a Woman May Choose With Assurance



A Personal Thought for His Personal Needs

LONG AGO the dandy of WILMINGTON cultivated an extravagant beard rather than be bothered with unhandy shaving utensils.

By way of thoughtfulness isn't it a good idea to anticipate everyday needs of brother, uncle, father, or "himself"? This box of toilet needfuls 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, 1.10

"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. Price .35

Lilac Imperial Toilet Water

A SHAVING afterthought that is a gift with forethought—a rather subtle appreciation of a man's fastidiousness. Price .50—1.00

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. Price .35

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



For women of fashion

Florient Powders

VELVET textures 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
Price .50

Florient Talc Powder
Price .25—1.00

"CHA-MING" or other of Colgate's powders if you prefer.

"The Aristocrat of Soaps"

Cashmere Bouquet Toilet Soap

PERFUMED with sentiment and romance, the crystallized fragrance of the flower-scented broccas of Cashmere, quaint as a Cashmere shawl—the soap her grandmother treasured, the soap she will treasure as a gift. Large size .25 per cake, 3 cakes in box. Medium size .10 per cake, 6 cakes in box.

(Other Colgate Soaps in attractive boxes at prices from twenty-five cents to one dollar and a quarter.)



Luxurious!



"Their Very Own" along with Mother's!

Petite Perfumes

A CHILD's first introduction to the mysteries of fragrance should be to those perfumes which have been the choice of women of refinement since grandmother's day—Colgate's extracts in miniature.

Box containing two different perfumes and cake of Cashmere Bouquet Soap
Price .40

There is a variety of Colgate Toilet Waters and Extracts for all perfume lovers. Among favored scents are Mondad Violet, Splendor and Lily of the Valley.

The modern man makes his morning shave a pleasure with a dependable razor and Colgate's "Handy Grip" Shaving Stick.

In Stocking Tops—

Ribbon Dental Cream

TO EVERY 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.

Large size, .25



Safe!

COLGATE'S

SEASONABLE GIFT SUGGESTIONS

Choose your gifts from the Colgate Christmas Assortment at your neighborhood store

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