

Her Pretty Teeth

a social asset

Read how Miss Marjorie Sidney
has kept her teeth sound
and lovely for 14 years, with the daily use
of this one cleansing dental cream



Miss Sidney when she started using Colgate's

NO WONDER men pay tribute to a smile like this. Brilliant . . . flashing . . . glorified by lovely teeth since childhood days.

For 14 years Miss Marjorie Sidney has used but one dental cream . . . and today her teeth are more beautiful than ever.

They flash a clear message to you and every one else anxious to keep teeth healthy and attractive for years to come.

She gives much of the credit to Colgate's. "A daily cleansing with this famous dental cream . . . and a trip to the dentist every six months"—that's her secret.

Not an unusual record

In this country, and in foreign countries the world over, you will find thousands and thousands of men and women who began using Colgate's ten, fifteen, even twenty years ago, and whose teeth today are exceptionally sound and beautiful.

Many of these people are grateful enough to write to us. Some send their photographs also. Each day the postman brings a few more letters to add to an already bulging file.

Many of these letters are from users who have brushed with Colgate's for at least a decade.

We could fill the pages of this publication with quotations from them—sincere, unsolicited reports from people proud of the soundness and attractiveness of their teeth.

There is nothing mysterious about these enviable results.

The men and women fortunate enough to secure



A smile that men admire! That's the kind that Miss Sidney has, and it wins loyal friends

them did nothing that you cannot easily and quickly do yourself. They visited their dentists for periodic inspections. And they used Colgate's.

Choose your dentifrice on the basis of results. Follow the lead of those who have already kept their teeth sound for years.

CLEAN

Years ago we set out to make the best dentifrice possible. We interviewed leading dental authorities. They told us that the one thing a dentifrice should do is to clean teeth. We then produced Ribbon Dental Cream—designed it to do that one thing superlatively well. It is not medicated, because all experiments in the meantime have sustained the original principle that cleansing is the only thing a dentifrice can properly do.

Colgate's
Est. 1806

Simply adopt for your own use the dentifrice most popular among people with well-preserved teeth.

Made specifically to clean teeth

You see, Colgate's Ribbon Dental Cream stands apart from most dentifrices. It is expressly and scientifically made to get teeth clean.

With Colgate's, cleaning is not a side issue, or an added feature . . . it is the main thing.

Naturally, no dentifrice that you have ever used will clean your teeth more thoroughly. And, mark you, this supremely efficient cleansing is the basis of beautiful and long-lived teeth.

On the one hand you have Colgate's, the chief feature of which is thorough cleansing. On the other you have the fact that countless people who have used Colgate's for years now have teeth that are exceptionally fine, sound and healthy.

In such a vital matter as the care of your teeth, could there be any safer guide than the actual experience of people like yourself?

Also, wouldn't it be an immense satisfaction to know that the dentifrice you were using was the one which dentists recommend most frequently?

At your druggist's

So, for lovely teeth . . . for teeth that make your smile the social and business asset that it should be . . . ask your druggist for Colgate's. Or, if you prefer, let us send you a sample to try.

Just jot your name and address on the coupon at the left and we will gladly mail you a trial tube of Colgate's to test in your home.

Colgate & Co., Dept. 220-D1, 595 Fifth Avenue, N. Y.
Please send me a free sample of Ribbon Dental Cream.

Name _____

Address _____

