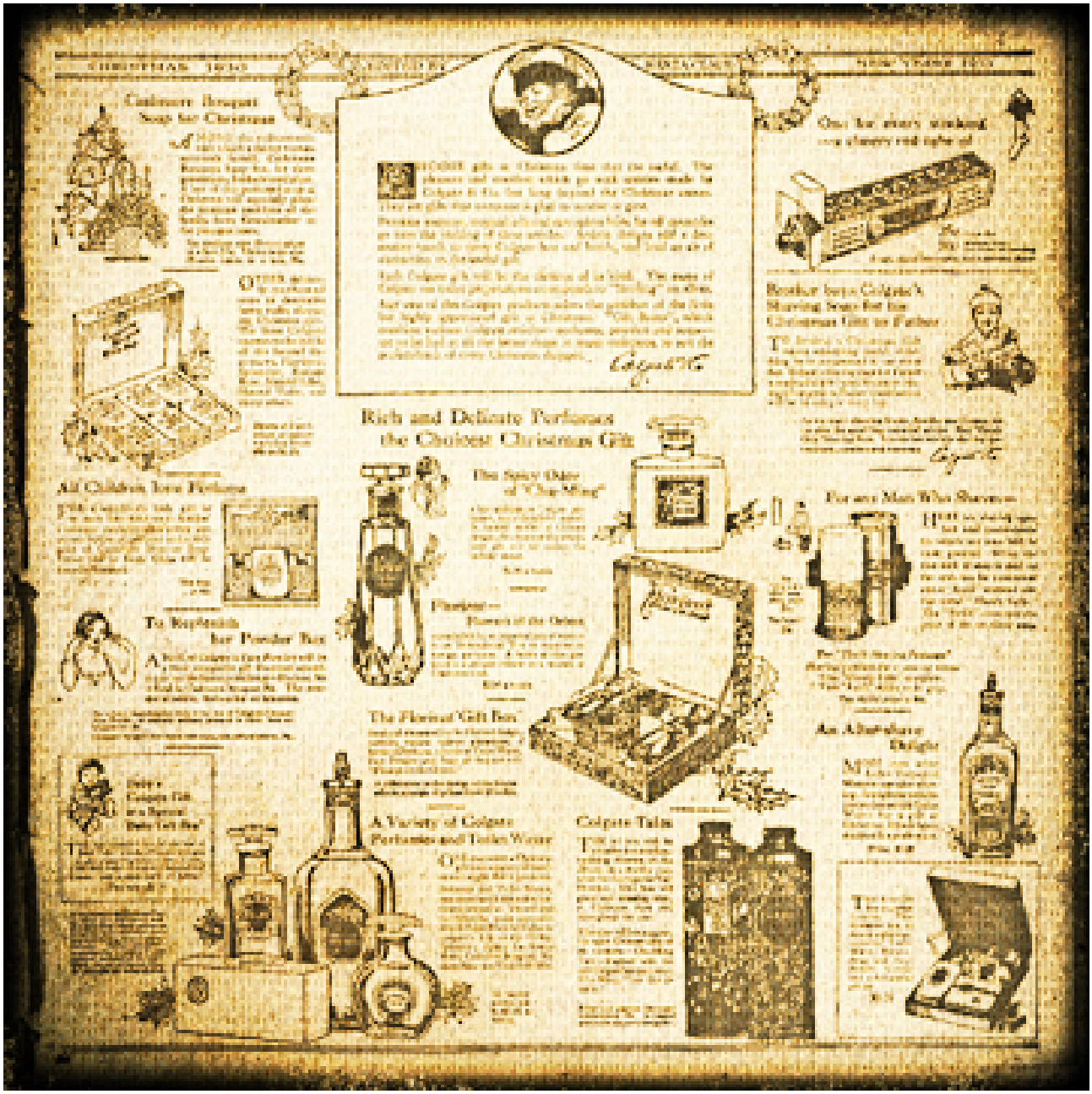

Cashmere Bouquet Soap for Christmas

RECORD gifts at Christmas time that can be useful. The pleasure and comfort which go with presents made by Colgate & Co. live long beyond the Christmas season. They are gifts that everyone is glad to receive or give.

Colgate Cashmere Bouquet Soap has for many generations been a favorite Christmas gift specially packed for the holiday trade. Ask your dealer to show you the Christmas packages.

Each Colgate gift will be the delight of its kind. The name of Colgate has long been synonymous with "Quality" in Soaps. And one of the choicest products under the guidance of the firm for highly appreciated gifts at Christmas—"Gift Boxes"—which combine various Colgate articles, packed and presented in the best and most elegant manner, so that the recipient will be glad to get the latest shape in soaps and perfumes, as well as the packages of every Christmas shopper.

Colgate & Co.

One for every working —a cheery red tube of

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

Rich and Delicate Perfumes the Choicest Christmas Gift

All Children love Perfume

To Stepfather for Powder Box

The Spicy Odor of "Chip-Allang"

Fleurs — Flowers of the Orient

The Floreal Gift Box

For any Man Who Shaves

For "Dad" or "Grandpa"

An Adventure Delight

A Variety of Colgate Perfumes and Toilet Water

Colgate Talcs