

**NOW! American Dental Science Reveals a Startling Discovery
in the Fight Against Tooth Decay**

PROOF THAT BRUSHING TEETH RIGHT AFTER EATING IS THE SAFE, EFFECTIVE WAY TO

HELP STOP TOOTH DECAY with Colgate Dental Cream

**X-RAYS SHOW HOW PROPER
USE OF COLGATE'S HELPS
STOP TOOTH DECAY!**



The Most Important News in Dental History!

**Exhaustive Research on Hundreds of People by Eminent
Dental Authorities Proves How Using Colgate Dental Cream
Helps Stop Tooth Decay Before it Starts!**

UNDER the direction of top American dental authorities, two groups of college men and women followed different methods of dental care for more than a year.

One group used Colgate Dental Cream exclusively—always used it right after eating. The other group followed their usual dental care. Results in both groups were scientifically and accurately determined by X-rays taken at regular intervals.

The average of the group using Colgate Dental Cream as directed,

showed a startling reduction in the number of new cavities—far less **tooth decay**. The other group developed new cavities at a much higher rate.

This proof, presented by eminent American dental authorities, after more than a year's continuous research, is the most important news in dental history! These scientific findings, based on hundreds of case histories, offer new hope to millions! And Colgate Dental Cream is the only dentifrice that can prove the statements reported here.

COLGATE-PALMOLIVE LTD., PETONE



**THERE IS ONLY ONE COLGATE DENTAL CREAM!
YOUR DEALER HAS IT NOW—IN THE SAME FAMILIAR PACKAGE**

**Always use Colgate's* to
Clean Your Breath While You Clean Your Teeth
and HELP STOP TOOTH DECAY!**

*** Right after eating**

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