



Cherish that captivating smile

... THAT SPIRIT OF YOUTH

If thousands of dentists were to advise you that one type of dentifrice was the most effective in protecting teeth and gums, wouldn't you try it?

YOUR RADIANT SMILE, that animation so attractive to all who know you . . . yours to have? Also yours to hold. And how surely that will depend upon the care your teeth and gums receive.

Perhaps you sometimes wonder if you really *are* giving them the best of care. You notice so many conflicting theories and different dentifrices. What *is* right?

In order that this important question might be answered by the highest authority, E. R. Squibb & Sons asked a great American research institution to conduct an investigation among 50,000 practicing dentists. Read the following summary of the replies received:

95% of the answers stated that germ acids most frequently cause tooth decay and gum irritation;

95% agreed that the most serious trouble occurs at the place where teeth and gums meet;

85% stated that the best product to prevent these acids from causing decay and irritating the gums is Milk of Magnesia.

Isn't this conclusive assurance that Squibb Dental Cream will protect your teeth and gums? *For Squibb's is made with more than 50% Squibb Milk of Magnesia.*

Squibb's cleans beautifully—and without the use of grit or astringent or anything which might possibly cause injury. Begin using it morning and night and watch your teeth grow more lustrous. Notice how refreshed and healthy your mouth feels . . . how your smile sparkles! E. R. Squibb & Sons, New York. *Manufacturing Chemists to the Medical Profession since 1858.*



WHAT ABOUT DIET? *Modern dentistry recognizes that foods rich in vitamins and minerals are important to sound, healthy teeth. And incidentally they are wonderful for sparkling eyes and clear complexions. So resolve to eat each day some fresh fruit, at least one green vegetable and some form of milk. Squibb Cod-Liver Oil is an unusually dependable source of both Vitamins A and D. Available in both the mint-flavored form and plain, it is recommended by many physicians, especially for the diet of growing children.*

WHAT ABOUT ACIDITY? *Dentists stress the importance of a balanced diet because they know that a great deal of dental trouble is caused, not only by local germ acids present in the mouth, but also by an acid condition resulting from careless diet and the strain of modern life. It often affects teeth, vigor and health. If your physician or dentist suggests that you take an antacid, here are two superlative Squibb antacids. Squibb Milk of Magnesia is exceptionally palatable. Squibb Bicarbonate of Soda is pure, efficacious and free from bitterness.*

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SQUIBB DENTAL CREAM

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