

The pity of it— when a woman no longer dares to smile!



It was Oliver Wendell Holmes who said: "... but for women, to hide whose smile would be to take away half the sunshine of life, there is no element of their beauty which can take the place of white, even, well-shaped teeth."

The pity of it, when a woman no longer dares to smile! It is so unnecessary. That flashing allure of your smile—firm gums, pink with the glow of health; teeth, sound and brilliant—may be preserved so easily.

That fascinating, flashing line where the pink of gums meets glistening teeth—that beauty line, leading dental authorities now know, is also The Danger Line. In those almost invisible crevices where gums meet teeth, tiny particles of food collect and ferment. Acids are formed. It is those acids which cause tooth decay and gum irritation.



Then come pain, worry—and the tell-tale, beauty-marring lines that come with them. Poisons of decay, seeping into the body, sap vitality, bring premature age. Often, serious diseases follow. . . .

That happens to so many women! And so many men!

The reason is that merely brushing the teeth is not enough. Only by combating acid can decay and irritation be prevented.



That is why leading authorities recommend Squibb's Dental Cream, made with more than 50% of Squibb's Milk of Magnesia.

Squibb's Dental Cream contains no ingredients that might be harmful to the most delicate teeth or gums. No harsh abrasive. No astringent. Nothing but cleansing agents, and Squibb's Milk of Magnesia. It protects the precious enamel of your teeth by striking at the source of decay—mouth acids. It creeps into crevices that no tooth-brush can reach. It remains there to give protection for a long time after use. It protects the beauty of your smile—and your health—as no other known dentifrice can. On sale at all druggists at 40 cents for a large tube.

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SQUIBB'S DENTAL CREAM

THE "PRICELESS INGREDIENT" OF EVERY PRODUCT IS THE HONOR AND INTEGRITY OF ITS MAKER

In the Squibb Control Laboratory all materials used in the manufacture of Squibb Products, and each lot of every one of these products, are sampled and tested to make certain that they comply with the high "Squibb Standard." It is this rigid examination which insures your getting products of unsurpassed purity and reliability when you buy any preparation bearing the Squibb label.

SQUIBB'S MILK OF MAGNESIA, from which Squibb's Dental Cream is made, is a pure, effective product that is free from the usual earthy taste of other products. It is therefore much more pleasant to take. Its unsurpassed antacid qualities and mild laxative action make it truly valuable in helping to promote proper alimentation. It is recognized the country over as The Standard of Quality.

