

Protect that youthful

S M I L E

... THAT VIVACIOUS FRESHNESS

Thousands of dentists tell you here the type of dentifrice they consider the most effective

YOUR SMILE . . . animated, radiant . . . is it not, indeed, one of your greatest charms? Of course you realize the importance of keeping your teeth sparkling-clean, your gums sound and healthy.

But how will you determine the best way to care for them? There are dozens of different dentifrices. Countless confusing theories and conflicting claims. Proper mouth hygiene would seem a dark puzzle!

Yet, it's really simple. A prominent research institution made an investigation among 50,000 practicing dentists in order that this question of the most effective type of dentifrice might be authoritatively answered. Read the summary of the replies received:

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

95% agree 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.

Squibb Dental Cream is made with more than 50% Squibb Milk of Magnesia. Isn't this convincing evidence that it will help you protect your teeth and gums?

You couldn't use a safer dentifrice. Squibb's contains no grit, no astringent, nothing which might injure. It is just as good a dentifrice for children as for grown-ups.

Why not try Squibb's. You'll be delighted at how beautifully it cleans. Teeth gleam and sparkle. Your mouth feels refreshed—wonderfully clean! And your smile . . . simply flashes!



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.

Copyright 1931 by E. R. Squibb & Sons

SQUIBB DENTAL CREAM

G U A R D S T H E D A N G E R L I N E