

To get the truth... go to those who know

FOR information on architecture, medicine, law, it is to the expert that you go—to those who by a lifetime study and years of practical experience have become best fitted to render authoritative decisions.

The same thing applies to mouth hygiene. Here is a highly delicate and technical science. Only practicing dentists should settle questions relating to it.

So when E. R. Squibb & Sons decided that they wanted a definite statement regarding the cause and prevention of tooth decay and gum infections, it was to the dental profession they turned. Through a world-famous research institution they caused these questions to be asked of 50,000 dentists. Here is the opinion of the experts:

95% of the answers agree that acids most frequently cause tooth decay and gum irritation.

95% of the answers state that the most serious trouble occurs at the place where teeth meet gums—known as *The Danger Line*.

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

Squibb's Dental Cream contains over 50 per cent of Squibb's Milk of Magnesia—an amount ample to counteract the acids in your

mouth. It reaches all those tiny remote pits and crevices on your teeth which are inaccessible to any tooth-brush. There it remains, neutralizing destructive acids, preventing decay, reducing the peril of gum infections, safeguarding the health and vigor of your entire system. Squibb's Dental Cream contains no grit to injure the delicate gum tissues at *The Danger Line*. It is safe in the tender mouths of children.

Squibb's Dental Cream cleans thoroughly—relieves sensitive teeth and sore gums—contains no grit or abrasive. It is delicately flavored and pleasant to use.

Start now to protect your teeth and gums—especially at *The Danger Line*. See your dentist regularly—and use Squibb's Dental Cream, made with Squibb's Milk of Magnesia. 40c a large tube.

E. R. Squibb & Sons, New York, Manufacturing Chemists to the Medical Profession since 1858.

The "Priceless Ingredient" of Every Product is the Honor and Integrity of Its Maker

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SQUIBB'S DENTAL CREAM

Guard The _____ Danger Line

