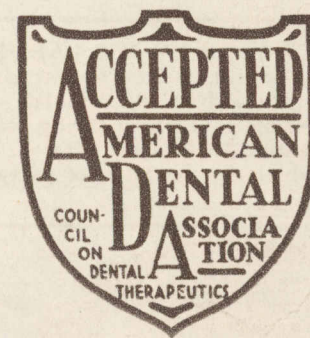


The American Dental Association, America's leading dental authority, places its Seal of Acceptance on Squibb Dental Cream.



Choose SQUIBB'S

*as your family dentifrice*

... AND KNOW THAT YOU ARE  
GETTING SAFE, EFFECTIVE DENTAL CARE

Squibb Dental Cream cleans teeth—safely, thoroughly, pleasantly.

It is made with more than 50% Milk of Magnesia—a product used by dentists for 25 years in the care of the teeth. It not only polishes the surface of the teeth and brings out their natural brilliance, but it cleanses and soothes the tender edges of the gums.

Squibb's is *safe*. It contains no grit, no astringents, nothing which might injure your teeth or the delicate tissues of your mouth. You'll like the way it does its work.

It's so pleasant to use, and it leaves such a clean, invigorating taste. It is particularly refreshing after smoking, or before going out for the evening.

The acceptance of Squibb Dental Cream by the American Dental Association, Council on Dental Therapeutics, is added proof of the qualities that have made it a favorite in American homes for years.

Squibb's is the modern dentifrice for the entire family—a safe, dependable guardian of children's teeth as well as grown-ups'.

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SQUIBB DENTAL CREAM