

IT PAYS
 —in attractive
 teeth . . . in protection
 against pyorrhea
 . . . in better
 all-round health

GUARD THE DANGER LINE

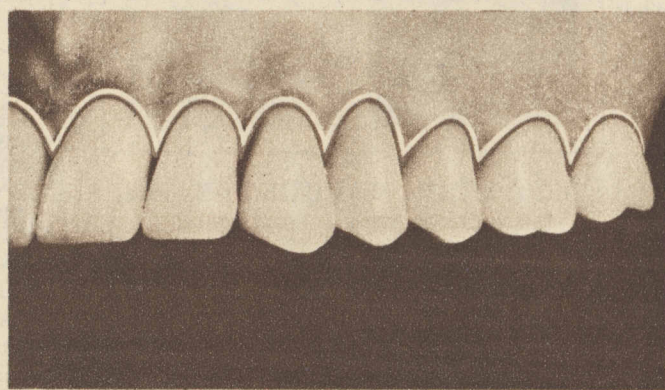


PHYSICIANS AND DENTISTS now know that diseased teeth and gums cause many serious ills. Not only pyorrhea, but rheumatism, heart trouble, nervous and kidney disorders may result. No one is so sure of health that he can neglect the teeth and gums.

Yet, thousands are really practicing neglect even while regularly brushing their teeth. They fail to protect The Danger Line . . . where Pyorrhea *always* begins . . . where many dental troubles so frequently occur.

Your gums thin out to a fine, delicate margin where they meet the teeth. This margin of tissue is The Danger Line. It is one of the easiest tissues of the body to injure—and easy to neglect. At this margin are tiny V-shaped crevices which encircle the base of each tooth. These tiny crevices cannot be penetrated by your tooth-brush without injury. So minute food particles constantly collect, ferment and generate dangerous acids that irritate the gums and attack the tooth structure. Then decay follows. The

gums may become inflamed and bleed. And when they begin to recede, pyorrhea can quickly start. You simply cannot afford to neglect The Danger Line.



NOTICE THE DANGER LINE. At this margin of tissue are tiny V-shaped crevices. Do not injure it—for as long as it remains healthy, pyorrhea will not start. Don't risk too stiff a brush, or strong astringents or a gritty dentifrice. Its greatest enemy is acids—caused by fermenting food particles that lodge in the V-shaped crevices. Squibb's is a safe, protective dentifrice. It guards The Danger Line by neutralizing the irritating acids of decay.

Fortunately it is easy to safeguard it—to protect your teeth against acids while you brush them to attractive brightness. Squibb's Dental Cream was developed specifically for this purpose. It contains more than 50% Squibb's Milk of Magnesia, universally known as a safe, effective antacid. Each time you brush your teeth with Squibb's, minute particles of Milk of Magnesia seep into every tiny crevice . . . neutralizing acids, protecting throughout the mouth.

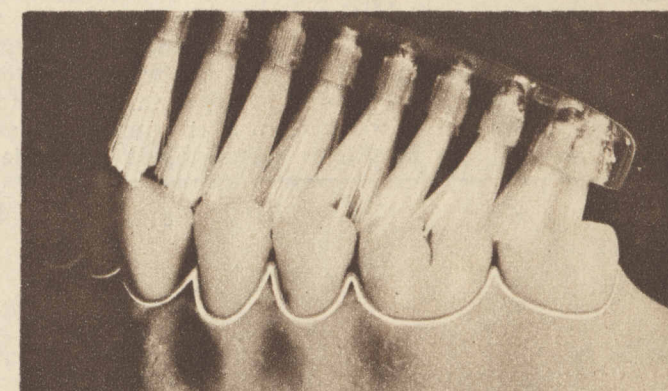
Can you afford to use a dentifrice that does less than Squibb's? As long as The Danger Line

remains intact and healthy, pyorrhea will not begin. Squibb's Dental Cream is effective and it is safe. It contains no grit, no strong astringents. Harmless if swallowed by children. It soothes tender tissue—excellent for massaging the gums. And it cleans beautifully.

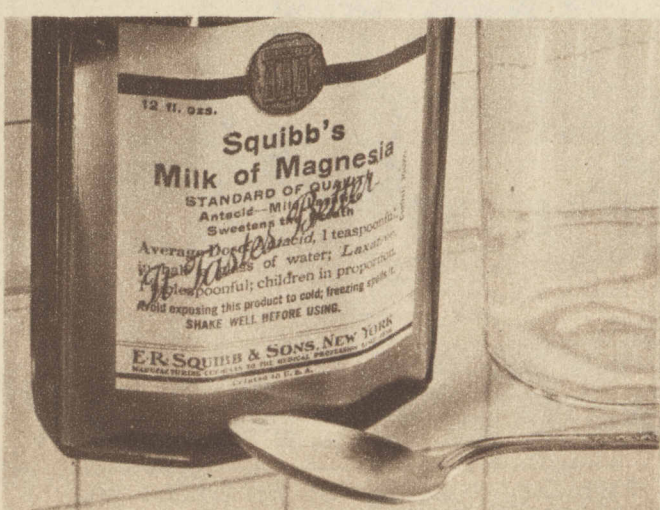
A large tube of Squibb's is only 40c at any drug store. Begin using it regularly. You cannot start too soon protecting your teeth and gums at The Danger Line. It is easy to do—and every day of your life it keeps on paying.

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

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A MAGNIFIED PICTURE showing a fissure of the tooth. food particles collect in such fissures because the tooth-brush can't reach in and effectively remove them. They ferment, form acids—decay follows. Your teeth contain countless tiny fissures, crevices and imperfections in the tooth structure. Protect them against acid decay, just as you guard the crevices along The Danger Line . . . by using Squibb's.



SQUIBB'S MILK OF MAGNESIA is a pure, effective product that is free from any unpleasant, earthy taste. It has unsurpassed antacid and mild laxative qualities.



SQUIBB'S DENTAL CREAM