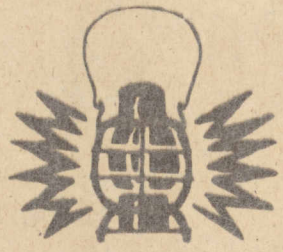


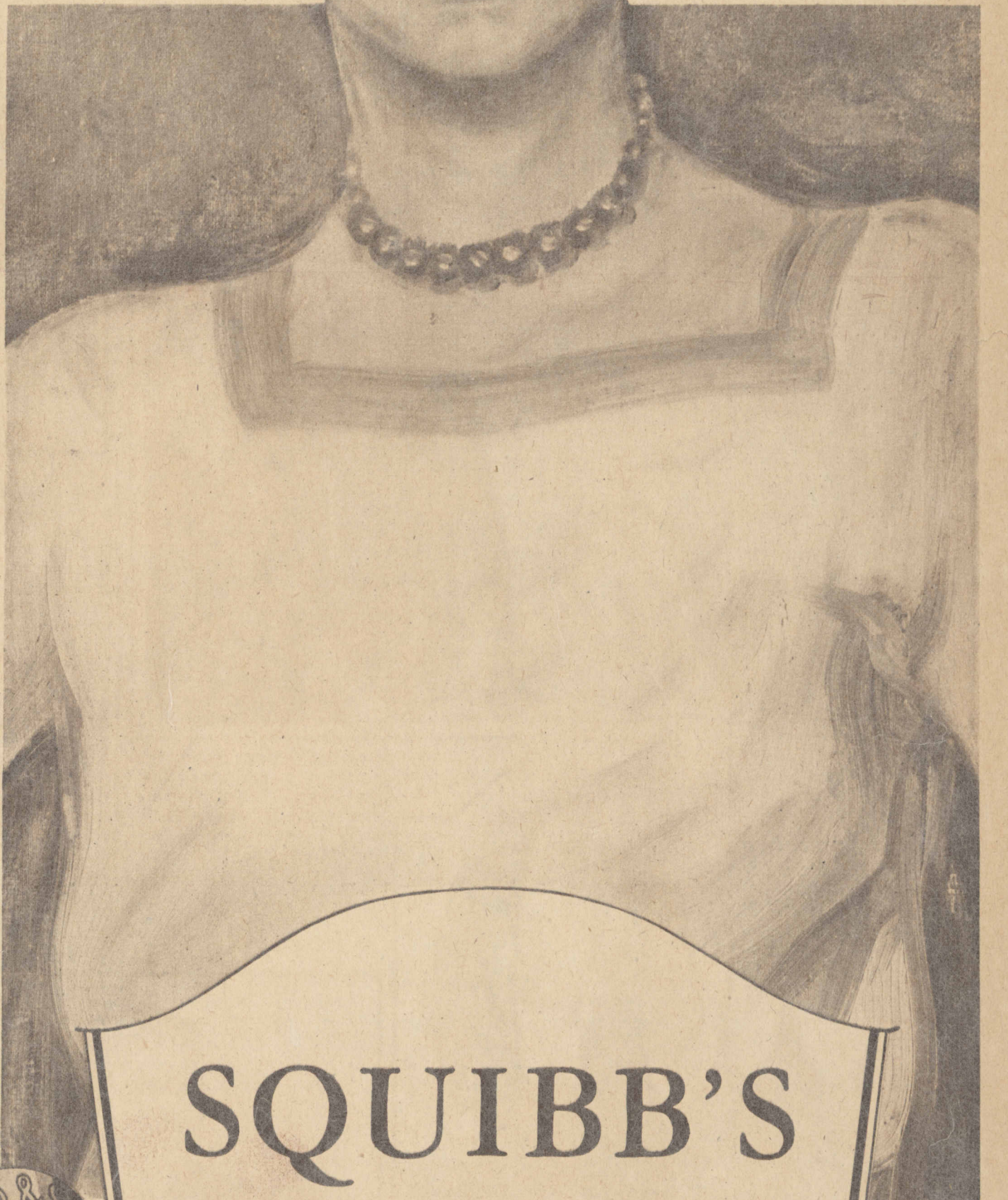
Do you cherish beautiful teeth and coral gums -



then heed this *warning* -



GUARD THE DANGER LINE



MOUTH beauty is so important these days! Not only for the charm of a pleasing smile—but also because decayed teeth and infected gums will often poison the entire system.

But how are you to protect your teeth and gums?

E. R. Squibb & Sons decided to get the answer from the only authoritative source—the dental profession. A research institution, world famous for its high standard and impartiality, asked 50,000 practicing dentists certain questions on mouth hygiene.

The replies received show that the dental profession agrees almost unanimously on what is the principal cause of tooth decay and gum infections and its safeguard.

95% of the answers agreed that acids are the most frequent cause of tooth decay and irritated gums.

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

85% agreed that the best product known to neutralize acids in the mouth is *Milk of Magnesia*.

Squibb's Dental Cream contains more than 50% Squibb's Milk of Magnesia in a most convenient and effective form. When you brush your teeth with it, tiny particles of Milk of Magnesia are forced into every pit and crevice where acids can form. There they remain to safeguard your teeth and gums for a long time after use.

Heed this warning from the dental profession. See your dentist twice a year and use Squibb's Dental Cream regularly. You will be doing everything possible to safeguard your teeth and gums.

Squibb's Dental Cream cleanses thoroughly, it soothes and strengthens the gums, it relieves sensitive teeth. It is pleasant to use and safe. At all druggists — 40c a large tube.

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

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**SQUIBB'S
DENTAL
CREAM**

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