

Text from "Listerine" Document:

If it's bad, you won't be welcome...Play safe...use Listerine
How's your breath today? If it is bad, it will keep you out of things...it may end friendship...kill off a romance...or jeopardize a business chatter. Don't let it do any of these things. Play safe...use Listerine, every morning and night and before social or business contacts. Listerine instantly renders your breath sweet, wholesome, and agreeable to others. It is the one reliable remedy for halitosis (unpleasant breath).

Everybody has it

Fastidious as you may be, do not make the mistake of thinking that your breath is never bad. Halitosis spares no one, because it springs from such common causes as tiny bits of fermenting food particles on the teeth, unhealthy levels of gases, and temporary or chronic infection of the nose, throat, and mouth. The insidious thing about it is that you never realize when you have it.

Only Listerine Succeeds

Only by using Listerine can you be certain that your breath will not offend others. Cheap, ordinary mouth washes fail in 12 hours to conquer odors which Listerine gets rid of instantly.

That has been shown again and again by strict laboratory and clinical tests.

Keep Listerine handy in house and office. Rinse the mouth with it before social and business engagements. It cleanses and invigorates the entire oral cavity and leaves you with a feeling of confidence and assurance. You know your breath is right.

Lambert Pharmacal Company, St. Louis, Missouri.

How's YOUR BREATH TODAY?

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LISTERINE

Should she be frank?

IN a similar case, once before, she was frank and it cost her the friendship of a girl who had been her chum for years.

Now this same question of what to do ran through her mind. This time the offender was a man -- a man who professed being much in love with her.

What was she to do? Should she be frank with him?

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You, yourself, rarely know when you have halitosis (unpleasant breath). That's the (?) thing about it. And even your closest friends won't tell you.

Sometimes, of course, halitosis comes from some long chronic disorder that requires professional advice. But usually -- and fortunately -- halitosis is only a local condition that yields to the regular use of Listerine as a mouth wash and gargle. It is an irritating thing that you will know because it has been in the fact that surgical druggists, dentists, and other medical professionals as a breath deodorant. It acts on the site and gets rid of it.

Listerine kills local fermentation in the mouth and leaves the breath sweet, fresh and clean. And by substituting water which has been freshly oxygenated by the Listerine, the Listerine effect quickly disappears.

The safe and long-acted antiseptic, the clear, of odorous, even, taste the little particles that collect with every breath. You'll be taught with Listerine in the original bottle package only -- never in bulk. There are four sizes: 14 oz., 7 oz., 3 oz., and 1 1/2 oz. Buy the size for your needs. Lambert Pharmacal Company, St. Louis, Mo., U.S.A.

LISTERINE

By the way--
By using Listerine to combat halitosis you automatically combat sore throat and often avoid more serious illnesses that start with throat infections.

Text from "Should she be frank?" Advertisement:

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