

Get hosiery free



Buy things you want with what you save
Now a finer tooth paste—yet 25^c the large tube

THREE are many good dentifrices at 50c. But do you need to pay that much in order to have lovely white teeth and a healthy mouth?

For a long time, we felt that 25c was an ample price—even for a first class paste. And so, after more than thirty years of study of mouth conditions as makers of Listerine, we created Listerine Tooth Paste at 25c for the large tube.

Now, thousands, having learned that it cleans teeth as perfectly as more costly dentifrices, use it the year 'round and apply the saving to buying things they need.

Such saving, for instance, permits the purchase of from one to three pairs of woman's hosiery during the year, a good hat for a man, radio tubes, theatre tickets, things for baby, etc.

If you are single the average saving this dentifrice affords is \$3.00 a year. Think what the saving is when the family is large!

Buy a tube from your druggist. Compare it with any dentifrice you have ever known. Judge only by results. You will be delighted.

Lambert Pharmacal Company, St. Louis, Mo., U. S. A.

LISTERINE TOOTH PASTE