

So many times a day In Danger!



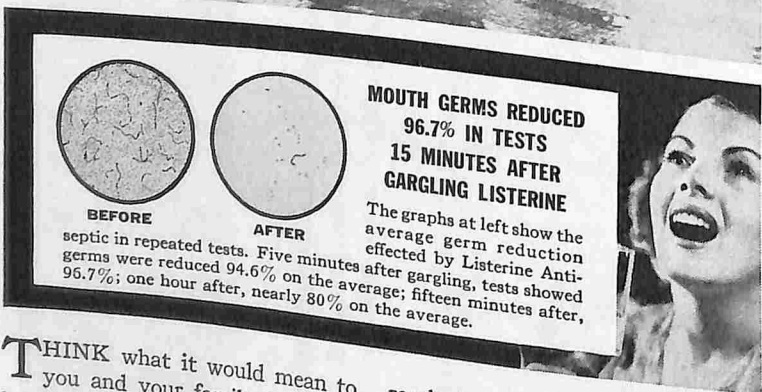
YOU COURT A COLD several times a day. A draft, for example, may reduce body resistance so that germs residing in the throat get the upper hand. Better gargle Listerine.



SOMEONE COUGHS ON YOU—active germs accompanying colds may be carried by droplets through the air, and deposited in your throat to join other dangerous bacteria. Both may attack the tissue. Gargle Listerine.



FEET GET WET—Once more your resistance may be weakened, by wet or cold feet. Germs may continue their attack, invading the mucous membrane. To control them, gargle Listerine.



MOUTH GERMS REDUCED 96.7% IN TESTS 15 MINUTES AFTER GARGLING LISTERINE

The graphs at left show the average germ reduction effected by Listerine Antiseptic. Five minutes after gargling, tests showed 96.7%; one hour after, nearly 80% on the average.

THINK what it would mean to you and your family to escape heavy colds and their dangerous after-effects.

And now the delightful Listerine treatment offers you that possibility. Listerine treats a cold for what it is—an acute local infection.

Tests made during a 7-year study of the common cold reveal these remarkable results: Those who gargled Listerine Antiseptic twice a day had fewer colds and milder colds than non-garglers. Moreover, the colds

reached the danger zone of the lungs less frequently than those of non-users.

The secret of Listerine's success, we believe, must be that it reaches the invisible virus (bacteria) that many authorities say starts a cold, and also kills the mouth-residing "secondary invaders" that complicate a cold. Use Listerine this winter and see for yourself what it does for you.

LAMBERT PHARMACAL COMPANY
St. Louis, Mo.

LISTERINE for COLDS



Home of Mr. and Mrs. Thomas Horsley, Wewaka, Oklahoma

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THE AMERICAN HOME, April 1938, Vol. XIX, No. 5. Published monthly by the Country Life-American Home Corporation. W. H. Eaton, President-Treasurer, Henry L. Jones, Vice-President, Jean Austin, Secretary. Executive, Editorial and Advertising headquarters, 444 Madison Avenue, New York. Subscription Department, 251 Fourth Avenue, New York. Branches for advertising only: 248 Boylston Street, Boston, Mass.; Peoples Gas Building, Chicago, Ill.; A. D. McKinney, 915 Olive St., St. Louis, Mo.; W. F. Coleman, 903 Union Bank Building, Los Angeles, Calif. Copyright, 1938, by the Country-Life-American Home Corporation. All rights reserved. Title registered in U. S. Patent Office. Subscription price \$1.00 a year—three years, \$2.00; foreign postage \$1.00 per year extra. Entered as second class matter December 31, 1935, at the Post Office at New York, N. Y., under act of Congress, March 2, 1879.

THE AMERICAN HOME, APRIL, 1938

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