

**Unbelievable Cleanliness!  
Luster that Dazzles!**

**WITH THE NEW  
LISTERINE TOOTH PASTE**

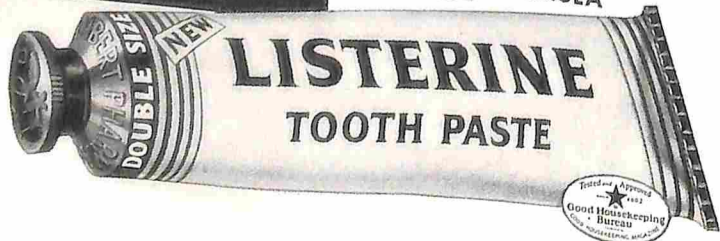
**SUPERCHARGED WITH Luster-foam**  
(C<sub>14</sub>H<sub>27</sub>O<sub>6</sub>S Na)

At touch of saliva and brush, Luster-Foam detergent foams into an aromatic "bubble bath" of almost unbelievable penetrating power... consequently it surges into and cleanses hundreds of tiny pits, cracks, and fissures seldom before reached... the very areas where, many authorities say, from 75% to 98% of decay starts.

When thousands upon thousands of women and men gladly lay aside their old favorites to use the New Listerine Tooth Paste, there must be a reason. That reason is Luster-Foam detergent (C<sub>14</sub>H<sub>27</sub>O<sub>6</sub>S Na), the strange, gentle, almost magical ingredient that cleans teeth in a new, safe, delightful way.

You owe it to yourself to try the New Listerine Tooth Paste with Luster-Foam. Some high authorities call it one of the really great improvements in dentifrices in the last hundred years.

**More than 1/4 POUND  
of tooth paste in the double  
size tube - 40¢  
Regular size tube, 25¢**



Luster-Foam lies inert in this dainty tooth paste until saliva and brush energize it into an aromatic "bubble bath." This "bubble bath" freshens, cleans, and polishes in a way you didn't believe possible.

The secret of Luster-Foam detergent is its exceptional penetrating power. It actually foams into and cleanses the hundreds of pits, cracks, and fissures that ordinary dentifrices and even water seldom enter... the very areas where, many authorities say, 75% to 98% of decay starts.

As the Luster-Foam "bubble bath" surges over the gums and teeth, here is what it does:

1. Sweeps away food deposits.
2. Obliterates dull, stained film.
3. Combats dangerous acid ferments.
4. Reduces the number of decay germs.

What other tooth paste so thoroughly fights decay these four ways? Get the New Listerine Tooth Paste with Luster-Foam, now! Regular size, 25¢. Double size, 40¢.

LAMBERT PHARMACAL CO., St. Louis, Mo.

**THE NEW FORMULA**



Home of Miss Sylvia M. Allen, Montclair, New Jersey

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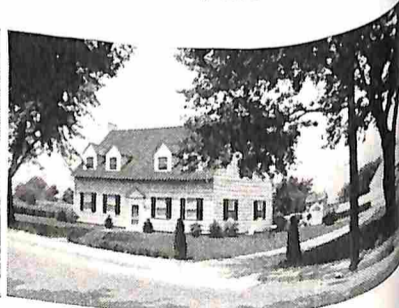
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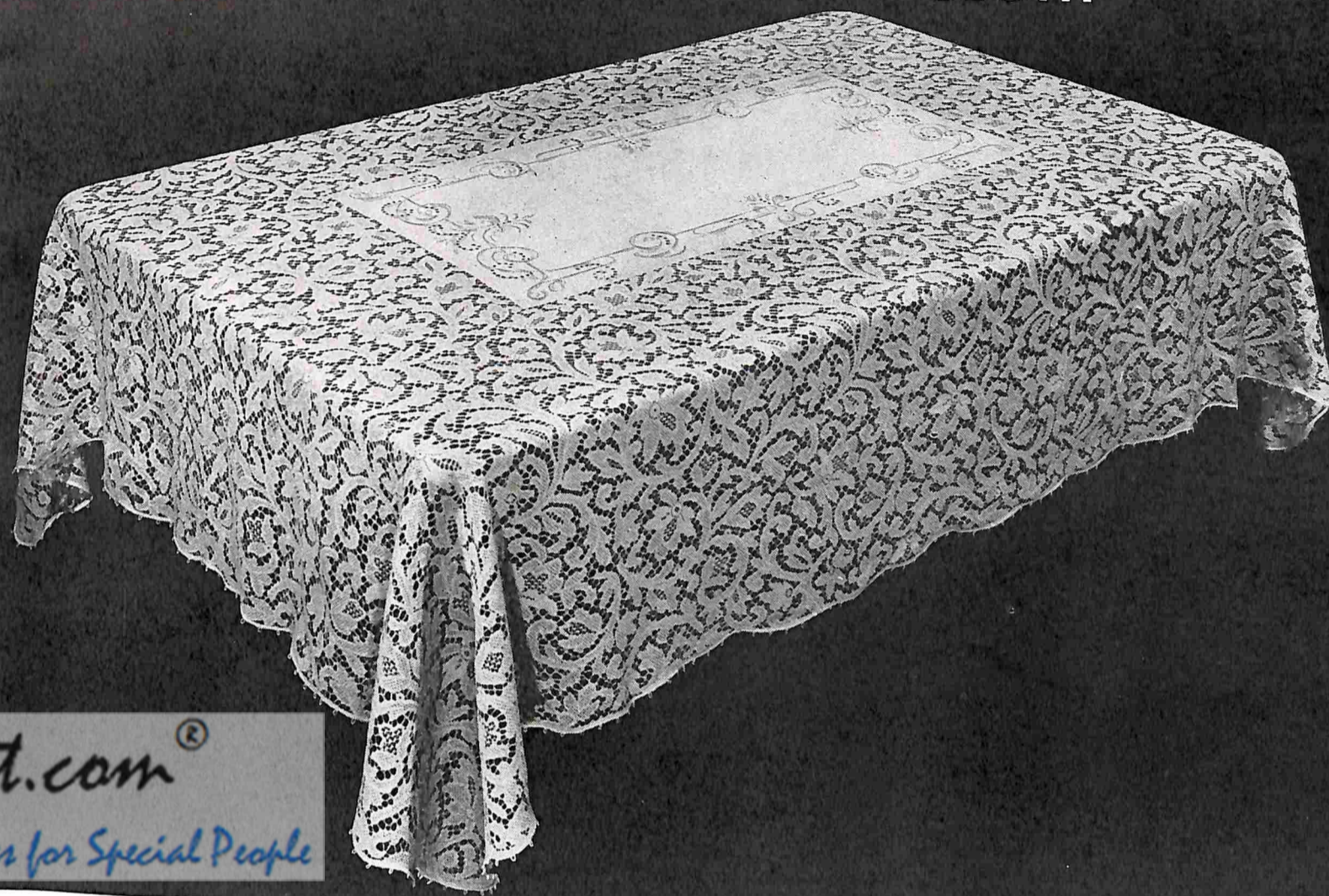
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