

Above: Summer home of Mr. and Mrs. Conrad Hemond of Holyoke, Mass.



Home of Mr. and Mrs. C. C. Huntington Upper Arlington, Columbus, Ohio

APRIL, 1937

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Home of Mr. and Mrs. W. I. Jones, Los Angeles,



CHARLOTTE EATON CONWAY, Associate Editor

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She Thought Her Children Were growing away from her

Her married son, Jim, and her daughter, Irma, also married, no longer greeted her as they once did when she came to visit -with a hearty kiss on arrival and departure. True, they were cordial enough, but she missed that final evidence of affection to which she had been accustomed since they were babies. Its absence left her with a forsaken feeling and with the bitter conviction that her children were growing away from her—no longer wanted her around. Of course she was wrong; but she never once suspected the true reason for their indifference.

Elderly People

You never know when you have halitosis (unpleasant breath). The subject is so delicate that your best friends-even your near and dear ones-hesitate to tell you about it.

Most unpleasant breath conditions are caused by fermentation of tiny food particles skipped by the tooth brush. Consequently, even the young may be guilty. But middle-aged and elderly people are the worst offenders because so many of them are forced to wear partial or full plates-notorious for the way they retain fermenting foods.

You Need Deodorant Power

How foolish to repel others when the breath can be made sweeter, fresher, more agreeable so easily. First, by greater care in tooth brushing . . . then by the systematic use of Listerine Antiseptic.

Don't expect tooth pastes or powders, or ordinary mouth washes to overcome an offensive breath condition. What you need is a mouth wash that is both antiseptic and deodorant in effect. Listerine succeeds so well in breath control because it is that type.

Listerine's 4 Benefits

Used as a gargle and mouth wash, it provides these definite benefits: (1). Quickly halts fermentation of food particles, (2). Sweeps decaying matter from large areas on mouth, gum, and tooth surfaces. (3). Destroys millions of bacteria capable of causing odors. (4). Overcomes the odors themselves and leaves the entire mouth feeling delightfully refreshed and invigorated.

To put the breath beyond reproach, use Listerine Antiseptic every morning and every night and between times before business and social engagements. Lambert Pharmacal Company, St. Louis, Missouri,





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