

Listerine

is for breath

tooth paste is for teeth!

*Listerine stops bad breath
4 times better
than tooth paste!*



LISTERINE KILLS BAD BREATH GERMS TOOTH PASTE DOESN'T EVEN REACH!



Tooth paste reaches only this area around teeth and gums. And no tooth paste is antiseptic. Listerine kills germs as no tooth paste can—on contact, by millions.



Listerine is amazingly "wet"—more fluid than any tooth paste. Listerine way* kills germs on 4 times more germ-laden surfaces, stops bad breath hours on end!

*See directions on label.

*Germs all over
your mouth
and throat cause
most bad breath.
Tooth paste can't
even reach most of
these germs, let
alone kill them.
You need a
free-flowing
liquid antiseptic
—Listerine
Antiseptic—
to do that!*



Every time you brush your teeth,

REACH FOR LISTERINE

Tune in "The Loretta Young Show" and "Overland Trail"—NBC-TV Network

QUIPS AND QUOTES



Confessions of a Magazine Mailer

Voice from the art studio:

*I am the artist whose portraits and scenes
Appear on the covers of your magazines;
I must see to it—I hold it a duty—
That every square inch has its meaning and beauty.*

Voice from the mailing room:

*I am the mailer, who makes it an art
To locate a cover's most interesting part,
And when I've discovered it, that's where I press
The label that carries your name and address.*

—Herbert Warfel

The young boy's father was a sales executive who lived on an expense account. One evening while dining out with a visiting uncle, the father kiddingly said: "Billy, it's about time you learned to pay the check once in a while."

The youngster flushed in embarrassment. "Honest, Dad, I will, just as soon as I'm old enough to own a pen like yours." —Elaine Nevitt

Nowadays when the little woman says she has spent the afternoon over a hot iron, she probably means she's been out trying to break par. —W. P. Meallie

The startled traffic officer looked up to see a small sports car leap into the air, come down, and travel smoothly for a while, then jump into the air again.

When the car finally bounced to a stop near the officer, he called: "What's the matter with your car?"

"Oh, the car's fine," the driver replied, "but I've got the darndest hiccups!"

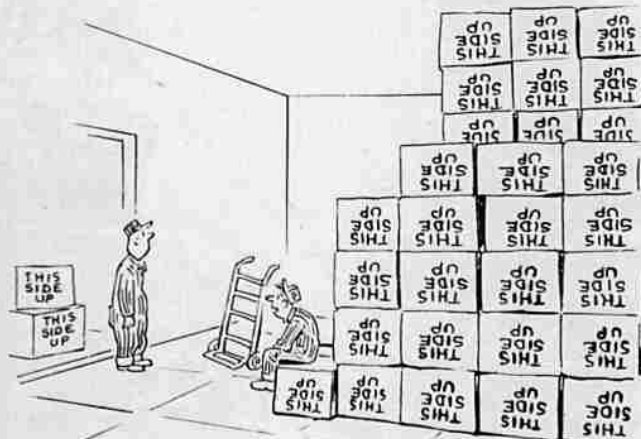
Updating "America"

*My country, 'tis TV,
Sweet land of sit-and-see
Gunsmoke galore.
Land where the villain dies,
Shot right between the eyes
By good fast-drawing guys;
Le-et six-guns roar!*

—S. Omar Barker

You can always spot the father of a teen-ager—he never gets into his car without checking the fuel gauge.

—Hal Chadwick



Huffine

"Boyl This has been one of those days!"