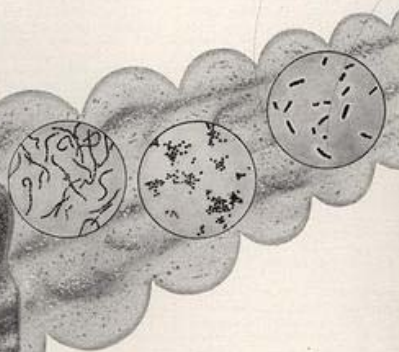


Look out for a COLD
Watch your THROAT . . .

gargle Listerine Quick!



A careless sneeze, or an explosive cough, can shoot troublesome germs in your direction at mile-a-minute speed. In case they invade the tissues of your throat, you may be in for throat irritation, a cold—or worse.

If you have been thus exposed, better gargle with Listerine Antiseptic at your earliest opportunity. Listerine Antiseptic kills millions of the germs on mouth and throat surfaces known as "secondary invaders" . . . often helps render them powerless to invade the tissue and aggravate infection. Used early and often, Listerine may head off a cold, or reduce the severity of one already started.

Amazing Germ Reductions in Tests

Tests have shown germ reductions ranging to 96.7% on mouth and throat surfaces fifteen minutes after a Listerine gargle. Even one hour after, reductions up to 80% in the number of surface germs associated with colds and sore throat were noted.

You can realize now why so many tens of thousands of people gargle with Listerine Antiseptic at the first hint of a cold or simple sore throat . . . and

why Listerine Antiseptic in the last nine years has built up such an impressive test record against colds.

Fewer and Milder Colds in Tests

Tests conducted during nine years of careful research showed that those who gargled with Listerine Antiseptic twice a day had fewer colds, milder colds, and colds of shorter duration than those who did not gargle. And fewer sore throats, also.

So remember, if you have been exposed to others suffering from colds, if you feel a cold coming on, gargle Listerine Antiseptic—*quick!*

LAMBERT PHARMACAL COMPANY, St. Louis, Mo.

HERE'S HOW LISTERINE ANTISEPTIC GARGLE REDUCED GERMS

The two drawings at right illustrate height of range in germ reductions on mouth and throat surfaces in test cases before and after gargling Listerine Antiseptic. Fifteen minutes after gargling, germ reductions up to 96.7% were noted; and even one hour after, germs were still reduced as much as 80%.



BARGAIN OFFER!

TO INTRODUCE
LISTERINE THROAT LIGHT
DUPONT LUCITE ILLUMINATOR

Offer good only in Continental U.S.A.

AT ALL DRUG COUNTERS NOW!

75¢ SIZE LISTERINE AND
75¢ LISTERINE THROAT LIGHT
\$1.50 VALUE

BOTH FOR 98¢



Source:

"Look Out for a Cold," 1941.

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The Most Important Announcement We Have Ever Made.

DANDRUFF can be Cured with LISTERINE!

Ten years' research discloses, for the first time, that a queer bottle-shaped germ called *Pityrosporum ovale* causes dandruff. 76% of Jersey Clinic patients show marked relief.



THE TREATMENT

Once or twice a day, use full-strength Listerine on the scalp, spreading it with the fingers or parting the hair and applying Listerine with cotton.

Once the solution is spread, begin massage with the fingertips, using a rotary motion. See that the massage is vigorous and persistent; the active stimulation of the scalp is highly important in dandruff treatment. After massaging, the hair may be rinsed free of Listerine although better results are obtained if Listerine is occasionally allowed to remain on the scalp till dry. This promotes healing.

If the scalp or hair is excessively dry, use a little castor or olive oil in conjunction with Listerine. Listerine will not bleach the hair.



Rabbits with dandruff were cured of the disease only on the sides which were treated with Listerine Antiseptic.

Stripped of its mystery at last, dandruff stands revealed for what it really is—a stubborn germ disease calling for persistent treatment with Listerine Antiseptic.

How great bacteriologists and dermatologists, working independently of each other, established these simple truths, is one of the fascinating chapters in the history of research. We ask every dandruff sufferer to read what follows, slowly and carefully.



Pityrosporum ovale, the cause of dandruff, as it looks under the microscope, magnified many times.

Isolating the Germ

First, these patient scientists found that *Pityrosporum ovale*, a queer-looking, bottle-shaped germ was *always* present on the scalp and hair, in cases of dandruff.

Then they isolated *Pityrosporum ovale*, a difficult task, and kept it alive in a strength sufficient for experimental purposes—an almost super-human one.

Next they used this savage little bug to inoculate guinea pigs, rabbits, and man. All developed dandruff.

From this artificially created dandruff, *Pityrosporum ovale* was re-isolated. Again, by inoculation, it produced dandruff.

With this mass of evidence there could be no doubt: *Pityrosporum ovale* was the specific cause.

Cure Rabbits of Dandruff

Now followed extended laboratory and clinical study of the treatment of the condition itself. Dandruff as typical as that in man and woman was produced in rabbits by inoculation with *Pityrosporum ovale*. The rabbits were then divided into groups.

In Group 1, no treatment whatsoever was given. The rabbits in Group 2 were treated on one side only with Listerine Antiseptic once a day. Now, note the results:

1. Group 1 showed practically no im-

provement. At the end of twenty-one days, both scales and *Pityrosporum ovale* were still present.

2. The rabbits in Group 2 showed improvement within four days. And at the end of fourteen days, on the average, dandruff scales, eruptions, itching, had completely disappeared on the area which had been treated with Listerine Antiseptic. In other words, a complete cure was effected on the treated sides. The untreated sides of the animals showed ample evidence of dandruff nearly a month later.

Could these encouraging results be duplicated on men and women? Soon we were to see.

Relief in 14 Days

Men and women dandruff patients in a great midwestern skin clinic were chosen for the test. A majority were instructed to massage the scalp once a day with Listerine Antiseptic. The rest of the group used a non-antiseptic solution. We ask you to carefully note the convincing results again achieved:

A substantial number of the users of Listerine Antiseptic obtained marked relief in the first two weeks. In many other cases, scalps were found to be clear and free of dandruff in from three to eight weeks—itching was stopped, dandruff scales eliminated, and in some cases falling hair terminated. *Virtually none of the persons using a non-antiseptic solution showed any improvement.*

76% Get Relief

Meanwhile in a New Jersey clinic, other

dermatologists were cross-checking the results of the midwestern clinic. Fifty men and women, all with definitely established cases of dandruff, were undergoing treatment twice a day with Listerine Antiseptic.

At the end of three weeks, 76% showed either complete disappearance of, or marked improvement in the symptoms of dandruff, i.e., itching, scaling. Only three failed to respond to the Listerine treatment, possibly due, as a research report suggests, to irregularity in treatment.

Treat It Scientifically

If you have any evidence of dandruff, do not put your faith in remedies which never have been put to test.

Start today with Listerine which as you have seen has a proved record of success on both mild and severe cases of dandruff. Do not expect Listerine to get results overnight; dandruff is a stubborn disease calling for persistent and some times prolonged treatment. Even with Listerine, we cannot guarantee that such treatment will always bring about a cure. But the chances are that it will.

Listerine's marked curative properties are due to certain ingredients in a unique combination shared by no other antiseptic. Start with Listerine today and see how quickly and how delightfully this safe antiseptic improves the condition of your scalp and hair, how promptly it checks itching and burning.

LAMBERT PHARMACAL Co., St. Louis, Mo.

LISTERINE

for the prompt relief of itching, burning scalp, and dandruff

Source: "The Most Important Announcement we have Ever Made," 1937.

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