

LISTERINE

The original antiseptic compound

(Awarded Gold Medal (Highest Award) Lewis & Clark Centennial Exposition, Portland, 1905; Awarded Gold Medal (Highest Award) Louisiana Purchase Exposition, St. Louis, 1904; Awarded Bronze Medal (Highest Award) Exposition Universelle de 1900, Paris.)

The manufacturers of Listerine are proud of Listerine—because, it has proved one of the most successful formulæ of modern pharmacy.

This measure of success has been largely due to the happy thought of securing a two-fold antiseptic effect in the one preparation, *i.e.*, the antiseptic effect of the ozoniferous oils and ethers, and that of the mild non-irritating boric acid radical of Listerine.

Pharmaceutical elegance, strict uniformity in constituents and methods of manufacture, together with a certain superiority in production of the most important volatile components, enable Listerine to easily excel all that legion of preparations said to be “something like Listerine.”

The success of Listerine is based upon merit

The best advertisement of Listerine is—Listerine

Lambert Pharmacal Company

St. Louis, U. S. A.