LISTERINE

The original antiseptic compound

(Awsráiu Goiá Medai (Highest Award) Lewis & Clark Centennial Exposition, Portland, 1905; Awarded Gold Medal (Highest Award)

ruisiana Purchase Exposition, St. Louis, 1904; Awarded Bronze Medal (Highest Award) Exposition Universelle de 1900, Paria.)

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 or 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.

Pharmacal 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, V. S. A.

