

The Success of Listerine is based upon Merit

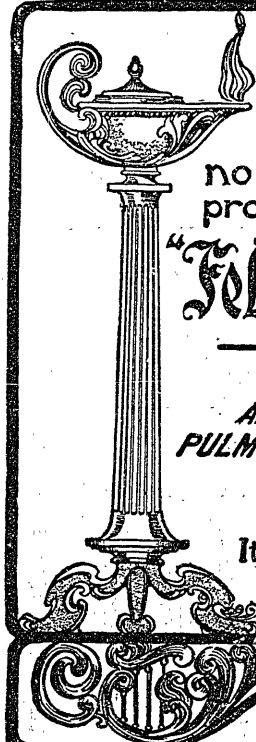
The manufacturers of Listerine are proud of Listerine—because it has proved one of the most successful formulæ of modern pharmacy.

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 the production of the most important volatile components, enable Listerine to easily excel all that legion of preparations said to be "something like Listerine."

"The Inhibitory Action of Listerine," a 208-page book, descriptive of the antiseptic, and indicating its utility in medical, surgical and dental practice, may be had upon application to the manufacturers, Lambert Pharmaceutical Company, Saint Louis, Missouri, but the best advertisement of Listerine is—

LISTERINE



THE PHYSICIAN OF EXPERIENCE

knows that through all the waves of change and progress no remedy is so widely used by the profession or held in such high favor as

"Fellows' Syrup of Hypophosphites"

*IN THE TREATMENT OF
ANAEMIA, NEURASTHENIA, BRONCHITIS, INFLUENZA
PULMONARY TUBERCULOSIS AND WASTING DISEASES OF
CHILDHOOD, AND DURING CONVALESCENCE
FROM EXHAUSTING DISEASES.*

It stands without a peer. It is advertised only to the medical profession and is on sale in every Drug Store.

THE FELLOWS COMPANY
OF NEW YORK

26 CHRISTOPHER ST., NEW YORK CITY