

## 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

For Upwards of Forty Years  
the use of

## Fellows' Syrup of Hypophosphites

has been recommended by

The Leading Medical Specialists  
in all Countries

Reject  Worthless Substitutes  
Preparations "Just as Good"