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GOLD MEDAL
Louisiana
Purchase
Exposition.

The Standard Antiseptic

LISTERINE

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A non-toxic antiseptic of known and definite power, prepared in a form convenient for immediate use, of ready dilution, slightly, pleasant, and sufficiently powerful for all purposes of asepsis—these are advantages which Listerine embodies.

The success of Listerine is based upon merit, and the best advertisement of Listerine is—Listerine.

LISTERINE DERMATIC SOAP

An antiseptic detergent for use in the antiseptic treatment of diseases of the skin.

Listerine "Dermatic" Soap contains the essential antiseptic constituents of eucalyptus (1%), mentha, gaultheria and thyme (ea. $\frac{1}{2}\%$), which enter into the composition of the well-known antiseptic preparation, Listerine, while the quality of excellence of the soap-stock employed as the vehicle for this medication, will be readily apparent when used upon the most delicate skin, and upon the scalp.

Listerine "Dermatic" Soap contains no animal fats, and none but the very best vegetable oils; after its manufacture, and before it is "milled" and pressed into cakes, a high percentage of an emollient oil is incorporated with the soap, and the smooth, elastic condition of the skin secured by using Listerine "Dermatic" Soap is largely due to the presence of this ingredient. Unusual care is exercised in the preparation of Listerine

"Dermatic" Soap, and as the antiseptic constituents of Listerine are added to the soap after it has received its surplus of unsaponified emollient oil, they retain their peculiar antiseptic virtues and fragrance.

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A sample of Listerine Dermatic Soap may be had upon application to the Manufacturers—

Lambert Pharmacal Co., St. Louis, U. S. A.

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We wish to warn the profession against the recurring rumors that Scott's Emulsion contains less of the pure Norwegian oil than is claimed by us and that some other emulsions contain more oil and are fresher. Analysis shows that Scott's Emulsion contains more pure oil than any emulsion ever produced, and our formula will be gladly furnished at any time to bear out our claims. The demand for Scott's Emulsion is so constant that it's always fresh. It doesn't have time to get old.

Scott & Bowne, Chemists, Toronto, Ontario.