

Tooth Decay Strikes Deep

LONG before toothache gives you warning, poisons from decaying teeth and unhealthy gums may be circulating through your whole body. For the teeth and gums are in direct contact with the blood stream.

More and more, physicians are tracing serious disorders of the heart, lungs and kidneys to focal infection.

For your health's sake it is vitally important to protect your teeth. Merely brushing them is not enough—you must also use a dentifrice which *protects* you.

Squibb's is a protective dental cream. It guards your teeth and gums because it combats the causes of decay and irritation—the acids that form in the pits and fissures of the teeth and at The Danger Line, where teeth meet gums. Squibb's contains over fifty per cent Milk of Magnesia—recognized by dentists everywhere as the finest and safest mouth antacid. Tiny particles of this penetrate into all the tooth crevices and neutralize the acids there.

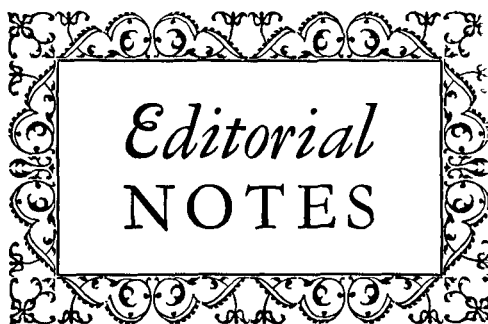
You'll like the refreshing flavor of Squibb's, and the clean feeling it gives you. Squibb's is always safe to use because it contains no impurities, no astringents, nor grit. You'll also appreciate its reasonable price—40c a large-size tube.

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SQUIBB'S DENTAL CREAM

*The Priceless Ingredient of every product is the
honor and integrity of its maker*

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MR. OWEN FRANCIS, author of "A Prodigal Returns," in this issue, says of himself.

I was born on August 29, 1898, in a small town in the southwestern corner of Pennsylvania, where my father followed his unprofitable trade of carpentry. Two years later, in an epidemic of typhoid, both he and my mother died, and I was carried off to a farm by a maiden aunt. At the age of twelve I made off to the city, while my good aunt was in church. There I sold newspapers, snapped-up in a bottle factory, and attended high-school for three years. Then I got a job at the Clairton plant of the Carnegie Steel Company.

Then came the war. I enlisted in the Eighteenth Pennsylvania Regiment, which later became the Twenty-eighth, or the Iron Division. I reacted to the life of a soldier in much the same manner as did the others, until the time I was gassed and sent to the hospital. It is in the library there that I first read the masters, and it is there that my desire to write was born. After being discharged from the Army, I roamed from one place to another, all the time writing and writing. I picked cantaloupes in the Imperial Valley, washed dishes in San Francisco, labored over an open hearth furnace in Johnstown, swung a pick for hours on end into the roads of three States, stood behind a lunch counter in Syracuse, was a bus boy in Los Angeles, and sold spark plugs in Oregon and life insurance in Pittsburgh. Then, with the gas beginning to show its evil effects once more, I applied at the Veterans' Bureau for aid. After much talk and many examinations they decided to give me \$100 monthly, and to pay my tuition at the University of California. I left the university in disgust at the end of my third year, and made up my mind to learn to write, even though it meant earning my living working as a laborer.

The next five years I spent as press agent to a long line of movie stars. They hired and fired me with equal regularity. Then a little luck came my way. Warner Brothers bought one of my stories and made a movie out of it. They even asked me to write more. But I couldn't stand the Hollywood boys and girls very long, so I returned to Pittsburgh. My experiences since then I have told in "A Prodigal Returns."



800,000 ADDITIONAL TELEPHONES ARE GOING INTO USE THIS YEAR

A million and a half dollars a day

*An Advertisement of the
American Telephone and Telegraph Company*

MORE than 200 new Bell telephone buildings are going up this year in the United States, 800,000 additional telephones are going into use and new switchboards to care for 3,000,000 additional calls a day. Thousands of miles of new cable, millions of miles of wire, new carrier systems, vacuum tubes and loading coils.

These are a few of the things in the 1929 construction and improvement program of the Bell System which will cost more than 550 million dollars—a million and a half a day.

Telephone growth is essential to the new American civilization of better opportunity for the average man. The



Bell System employs more than 400,000 workers, is owned by 450,000 stockholders, and serves the people of the nation.

Every day the Bell System is extending its lines to more people, increasing the speed and accuracy of its service, giving greater comfort and convenience in telephone use. All of this is done that each individual may get the most from this means of all inclusive and instantaneous communication and that the nation may be one neighborhood. This is part of the telephone ideal that anyone, anywhere, shall be able to talk quickly and at reasonable cost with anyone, anywhere else. There is no standing still in the Bell System.

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