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A Complete Arctic Novel

ARGOSY



APR. 28

WEEKLY

Montana Rides Again

By Evan Evans

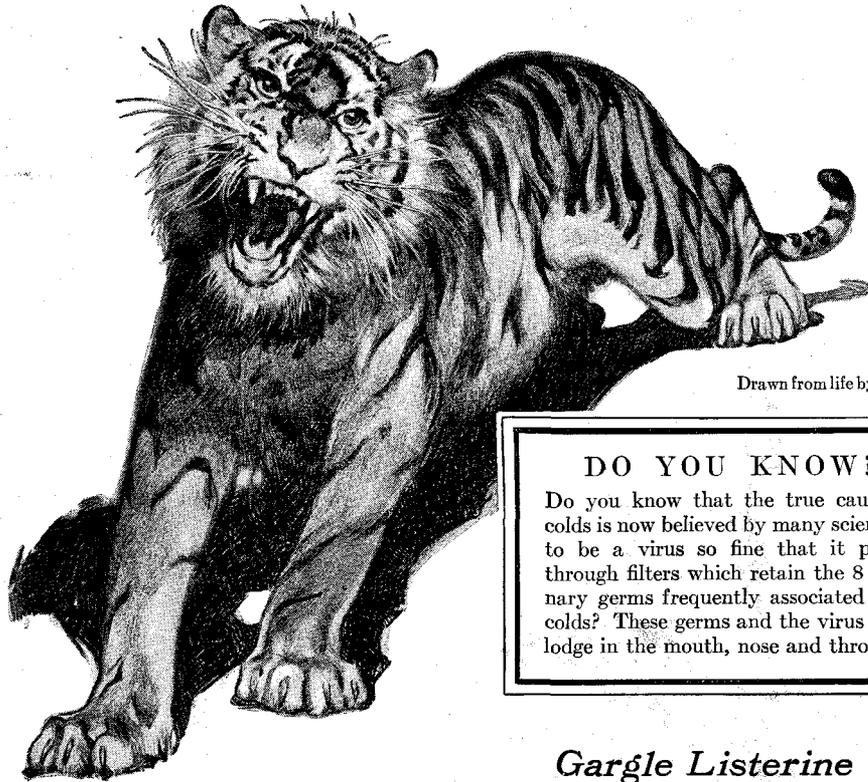
A Novel
of
Mexico



Theodore
Roscoe

Pavi Staho

The TIGER in the House



Drawn from life by Dan Smith

DO YOU KNOW?

Do you know that the true cause of colds is now believed by many scientists to be a virus so fine that it passes through filters which retain the 8 ordinary germs frequently associated with colds? These germs and the virus itself lodge in the mouth, nose and throat.

YOU call it a cold, but physicians call it the Tiger in the House. Their experience teaches them how potentially dangerous a cold really is.

For this universal ailment often results in prolonged ill-health and sometimes death.

Unchecked it runs through entire families. Unless treated it frequently leads to sinus, ear, and mastoid, as well as bronchitis and pneumonia (particularly in the case of babies). 80% of acute illnesses in children up to 5 are due to respiratory infections. Every year colds cause industry a loss estimated to be between \$450,000,000 and \$2,000,000,000.

And how does a cold gain entrance to the body? Largely through the mouth and nose, of course. Bacteria enter and breed by millions. It therefore becomes evident that daily oral hygiene is an absolute necessity.

Gargle Listerine

Over a period of more than 50 years, the anti-septic found best suited to this purpose is Listerine. Its results are a matter of record.

Listerine is fatal to germs, including those associated with colds. It is non-poisonous. It does not irritate delicate tissue as many mouth washes do.

For oral cleanliness and to fight colds, gargle with Listerine every morning and night. If you feel a cold coming on or one has already started, repeat the gargle every two hours. You will be delighted to find how often it brings relief.

The moment Listerine enters the mouth it begins to kill germs. Even four hours after its use, reductions in the number of germs ranging to 64% have been noted. *Numerous tests we have conducted have shown that twice-a-day users of Listerine contracted fewer and milder colds than those who did not use it.* Lambert Pharmacal Company, St. Louis, Mo.



Fight the Common Cold with **Listerine** *The Safe Antiseptic*