

NOV. 4

Judson Philips' *Exciting New Gridiron Novel*

10¢

# ARGOSY



WEEKLY



Rudolph  
Beltschi

*The Exciting Story of a  
Football Racketeer*

## Touchdown Broadway!

and

*A Unique Novelet of  
Planet-Adventure  
by Wm. G. Beyer*

*Fine Fiction by  
Philip Ketchum  
Jonathan Stagge and others*



A YEAR AGO HE WAS SET TO BE FIRED  
*... NOW HE'S RIGHT-HAND-MAN  
 TO THE BOSS !*

"YES sir," continued Joe, "his desk used to be right next to mine—now look where he is."

Half proudly and half enviously he and Frank watched Ed as he swung down the company steps, his arm linked in that of J.P., the head of the firm.



Ed is getting \$7,500 a year now, while Joe at \$5,000 is a long way ahead of Frank, a newcomer.

"Boy, he must be plenty smart," said Frank.

"Plenty smart is right," said Joe. "Ed has a lot on the ball, but in spite of that he was slated to go."

"For what?" Frank wanted to know. "A guy like that..."

"Well, maybe you wouldn't believe it, but it was his breath..."

"Drank a lot, eh?"

"Not Ed. Never a drop, but most of the time he had a case of halitosis\* that would knock you down."

"One of those birds, eh? Didn't he read the Listerine Antiseptic ads. Didn't anybody tip him off?"

"Sure, I tipped him off, but not before he almost got the toss. You see, Ed had to see an awful lot of people—close contact stuff. At first they never said anything about it, but later on that breath of his was getting him in bad with his customers. Finally a few of the crustier ones began to write in, complaining, and at last J. P. himself got on to it."



"You'd think J.P. would say something... a good man like Ed."

"I understand he did, Frank. Maybe he didn't make it plain enough. Anyhow Ed never took a tumble—and his job hanging in the balance."

"Chump!"

"You said it. But there's hundreds like him; suspecting everybody but themselves."

"Well," demanded Frank, "what happened?"

"I got Ed out one night. After a couple of drinks, to give me courage, I let him have the bad news about that breath of his. Told him he better get going on Listerine and keep it up if he wanted to stay on with the firm."

"You certainly didn't pull your punches."

"I certainly didn't. And boy, was he sore at first. And then grateful. Worked my hand up and down like it was a pump handle. Since then you never saw a guy so careful about the impression he makes on others."

Frank nodded. "The last place I worked, they were plenty fussy about that sort of thing. I think every firm



should have a standing order 'Listerine Antiseptic before you call on a customer.' I guess it pays."

"And how! If you think it didn't, just look at Ed; he sure is going places."

*\*Nobody is immune! Everybody probably has halitosis (bad breath) at some time or other without realizing it. That's the insidious thing about this offensive condition. Sometimes halitosis is due to systemic conditions, but usually and fortunately it is caused, say some authorities, by fermentation of tiny food particles in the mouth. Listerine quickly halts such food fermentation and then overcomes the odors it causes. Your breath becomes sweeter, purer, less likely to offend. Always use Listerine before business and social engagements. Lambert Pharmaceutical Co., St. Louis, Mo.*

**BEFORE YOU GO TO WORK, USE LISTERINE FOR HALITOSIS (BAD BREATH)**