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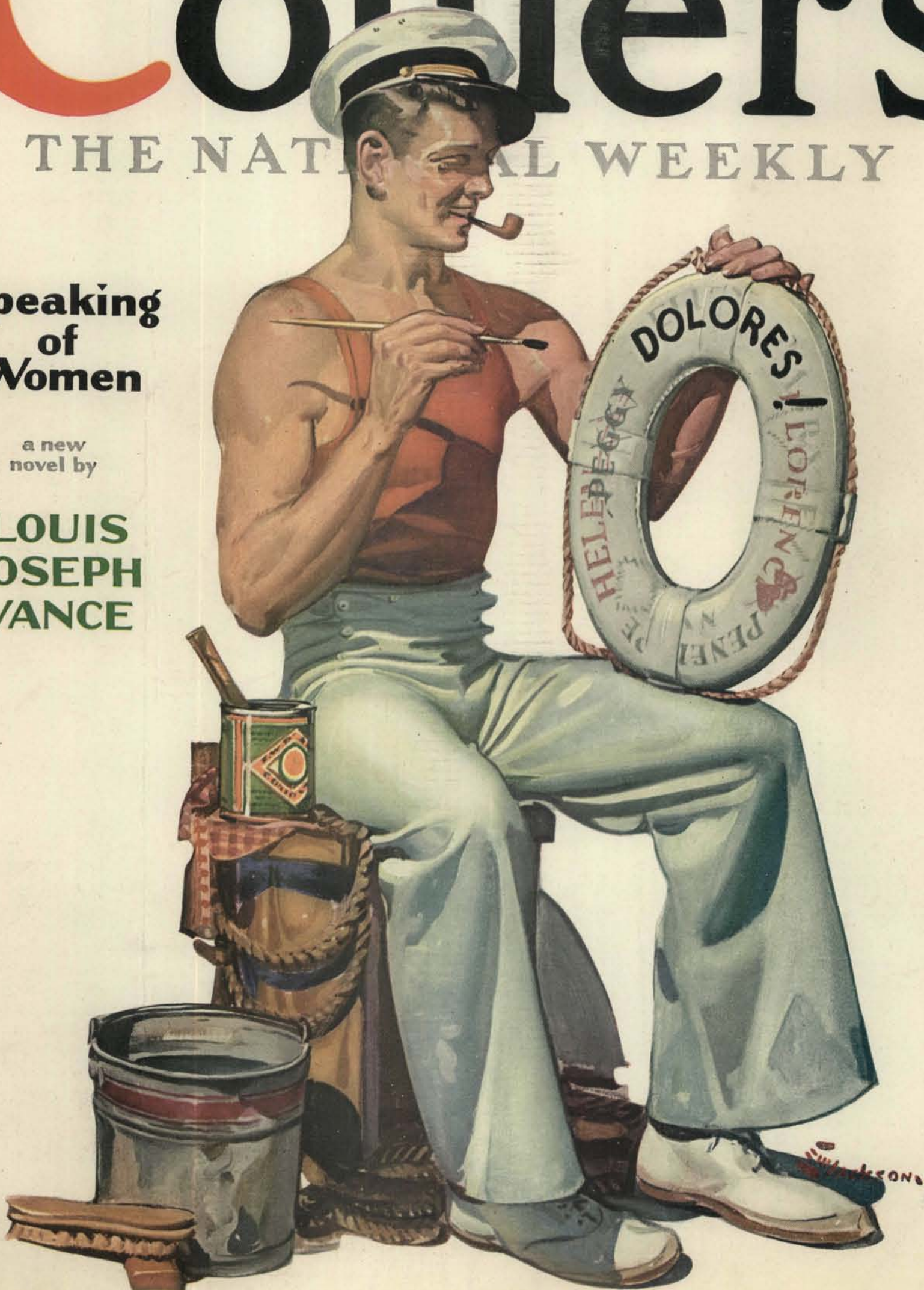
Collier's

THE NATIONAL WEEKLY ★

Speaking of Women

a new
novel by

LOUIS
JOSEPH
VANCE



May 24, 1930



Write a letter and earn \$5

For every acceptable letter telling of a personal, true experience in using Listerine to overcome dandruff or other scalp troubles. Letters will be judged for their sincerity and truth rather than for literary quality and purchase covers the right to use them and your name in connection with advertising. Write us a letter (not more than 300 words) telling us your experience, and address it to True Experience Editor, Dept. C., Lambert Pharmacal Company, St. Louis, Mo. No letters will be returned unless accompanied by stamped, addressed envelope.

Keep hair lovely and free of Dandruff

Do you know that women everywhere are including Listerine as part of the once a week shampoo? They have found that it keeps the scalp tingling with health and invigoration. They have found by actual experience how wonderfully effective it is in preventing loose dandruff—and overcoming it once it has started.

Why not try it yourself once a week for a month? The treatment is simple. You merely douse full strength Listerine on the scalp and massage vigorously. Keep the massage up for five or ten minutes at least, moving the scalp forward and backward. Use a little olive oil if the scalp and hair are

excessively dry. Of course, if you have any evidence of dandruff now, it is wise to increase the frequency of the Listerine shampoo. If the case is mild, Listerine usually conquers it within a week. If the case is stubborn, it is sometimes necessary to use Listerine two or three times a week for several weeks.

Listerine first removes and dissolves dan-

druff, then soothes, cools and heals the troubled scalp. If infection is present—and most dermatologists agree that dandruff is caused by germs—Listerine immediately attacks it, because, as you know, Listerine kills germs in 15 seconds.

Lambert Pharmacal Company, St. Louis, Missouri, U. S. A.



Use **LISTERINE**
as a Shampoo once a week

Under standard U. S. Government tests, Listerine kills 200,000,000 germs in 15 seconds.