



You can have a more wholesome, sweeter, clearer mouth and breath—if you guard against tooth decay and gum troubles first. So don't take chances with halflay dental

care. The doubly-effective Ipana care for healthier teeth, healthier gums—better all-around protection for your whole mouth.

## Keep your Whole Mouth Wholesome!

|           |    |    |    |    |    |    |
|-----------|----|----|----|----|----|----|
| SEPTEMBER |    |    |    |    |    |    |
| 1         | 2  | 3  | 4  | 5  | 6  | 7  |
| 8         | 9  | 10 | 11 | 12 | 13 | 14 |
| 15        | 16 | 17 | 18 | 19 | 20 | 21 |
| 22        | 23 | 24 | 25 | 26 | 27 | 28 |
| 29        | 30 | 31 |    |    |    |    |



September is  
Ipana Dental Health Month—  
Time for a check-up!

It's back-to-school and back-to-work time now, so be sure your family gets the right start on dental health. It's for your dental care. It starts with Ipana Tooth Paste. Get the big new Economy Size and save up to 30%!

Fight tooth decay and gum troubles with the one leading tooth paste specially designed to do both!\*

Are you doing all you should to keep your whole mouth wholesome? Not unless you do what dentists advise: fight gum troubles as well as tooth decay.

With one famous tooth paste—"with Ipana and more sage"—you can guard your teeth and gums BOTH. No other tooth paste—associated or any other—has been proved more effective than Ipana to fight tooth

decay. And no other leading tooth paste is specially designed to stimulate gum circulation—promote healthier gums.

Remember, Ipana is the only leading tooth paste made especially to give you this doubly-effective, doubly-effective care.

Now, today, start this double protection—keep your whole mouth "Ipana wholesome." You'll like Ipana's wholesome, refreshing flavor, too. Get Ipana!

NEW!  
Big economy size Ipana  
saves you up to 30%



A Product of Bristol-Myers

# IPANA

For healthier teeth, healthier gums

1950