A scene that probably will often be repeated in the years ahead. It shows President Roosevelt, when President-elect, receiving newspaper men for an interview around the frasade of his cottage at Warm Springs, Ga.

A view of the swimming pool and solarium at the Warm Springs, Ga., health resort.

The "Little White House" at Warm Springs, Ga. It looks like this comfortable little cottage at the health resort which he helped to found that President Roosevelt likes to find time for an occasional vacation. Wide World Photo.

You're cheating your teeth when you buy a one-way dentifrice—

USE SQUIBB'S FOR 5-WAY PROTECTION

1. It cleans effectively and safely.
2. It polishes well and safely — with complete freedom from grit.
3. It prevents bleeding of the gums the safe way — by keeping them healthy, and avoids using dangerous antiseptics. Frequent bleeding of the gums no dentifrice can cure. The dentist should be consulted.
4. It is economical because it gives greatest protection.
5. It contains the germ acids that cause tooth decay.

Squibb's Dental Cream provides the complete protection that no one-way dentifrice can give. Its scientifically balanced formula has been developed for all-round efficiency. And every claim made for it is backed by the 75-year reputation of the House of Squibb.

You'll enjoy using Squibb's. You'll like the clean, refreshing taste it leaves in your mouth. And you'll have the satisfaction of knowing your teeth are fully protected. Visit your dentist regularly. And brush your teeth at least twice a day with the 5-way dentifrice — Squibb's Dental Cream.

Squibb's 5-way dentifrice

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