

1 TESTS SHOW HEADACHES OCCUR MOST FREQUENTLY IN MORNING AND LATE AFTERNOON

2 WITH A HEADACHE GOES DEPRESSION, YOU FEEL BLUE —IRRITABLE

3 HEADACHES SLOW YOU DOWN, MAKE YOU DULL-WITTED.. YOU'RE MORE APT TO MAKE MISTAKES

4 WHEN YOU HAVE A HEADACHE, YOUR STOMACH'S APT TO BE UPSET, TOO.

Do you know these INTERESTING FACTS ABOUT HEADACHES?

Tests reveal truths about this common trouble

WHEN you have a simple headache* you know you feel miserable. But do you realize *all the many ways* a headache can affect you?

Psychologists have proved that people suffering from common headaches are *slower* in their mental reactions . . . that they're apt to make foolish mistakes, inclined to be depressed and irritable.

Doctors will tell you even a simple headache is not always confined to the *pain in your head* . . . that NERVES may also be disturbed—even your stomach upset, sickish.

These facts show that what you need to relieve headaches *fast* and *more thoroughly* than mere pain "deadeners" is something that works not only on the PAIN, but on the nerves and stomach, too. And that's exactly what Bromo-Seltzer is de-

signed to do! You see, Bromo-Seltzer is a combination of *several* ingredients that not only help STOP THE PAIN FAST, but also help CALM THE NERVES and SETTLE THE STOMACH.

So remember, the next time you have a headache, don't fool around with something that may do only PART of the job! Use the 3-WAY RELIEF that gets after *other* miseries, too. Take Bromo-Seltzer as directed and see how quickly you feel like your old self again!

Free Offer! Let us send you a generous trial bottle of Bromo-Seltzer absolutely free. See if it doesn't help you as it has millions of others. Clip this offer and mail it, with your name and address, to Bromo-Seltzer, Dept 46, Baltimore, Md.

*For persistently recurring headaches, of course, see your doctor.

READ RESULTS OF 1940 NATIONAL SURVEY CONDUCTED AMONG THOUSANDS OF DENTISTS



DENTISTS CHOOSE IPANA FOR PERSONAL USE

2 TO 1 OVER ANY OTHER DENTIFRICE!

Follow the lead of these dentists! Start today using Ipana and massage . . . for firmer gums, brighter teeth, a lovelier smile.

HELP GUARD AGAINST "PINK TOOTH BRUSH" WITH IPANA AND MASSAGE



Mary: "Say, what's this? 'Pink' on my tooth brush of all things!"

Tom: "Oh-oh! If you're a smart girl, Sis, you won't fool around for one minute with 'pink tooth brush'! Perhaps it doesn't mean you're in for serious trouble. But it's a warning just the same. You hop right down to the dentist this very morning. He'll set you straight."



Dentist: "Your brother is a wise young man, Mary. Your gums have become soft and weak. You see, today's creamy foods deny gums the exercise they need. So your gums as well as your teeth need regular care. It's daily gum massage for you!"

Mary: "Yes, doctor. From now on I'll use Ipana and massage. And I'll start right today."

SEE YOUR DENTIST at least twice a year for a thorough professional cleansing. And when you next visit him ask his opinion of the value of Ipana and massage to healthier gums, brighter teeth, a more attractive smile.

What dentifrice do most dentists *use themselves*? What dentifrice do most dentists *recommend* for patients' use?

The facts, revealed by the 1940 National Survey conducted among thousands of dentists, show that there is *one* answer to these two questions—Ipana, the tooth paste specially designed not only to clean the teeth but, with massage, to aid the gums.

Here are the actual findings:

Ipana is personally used by twice as many dentists as any other dentifrice . . . paste, powder or liquid.

Ipana is recommended for patients' use by more dentists than the next three dentifrices combined.

Let this 2 to 1 preference for Ipana help you in selecting Ipana for yourself and your family. Why not get a tube today . . . and begin now the daily use of Ipana and massage. Discover how much this sound and sensible habit helps you to have firmer gums, brighter teeth, a more sparkling smile.

