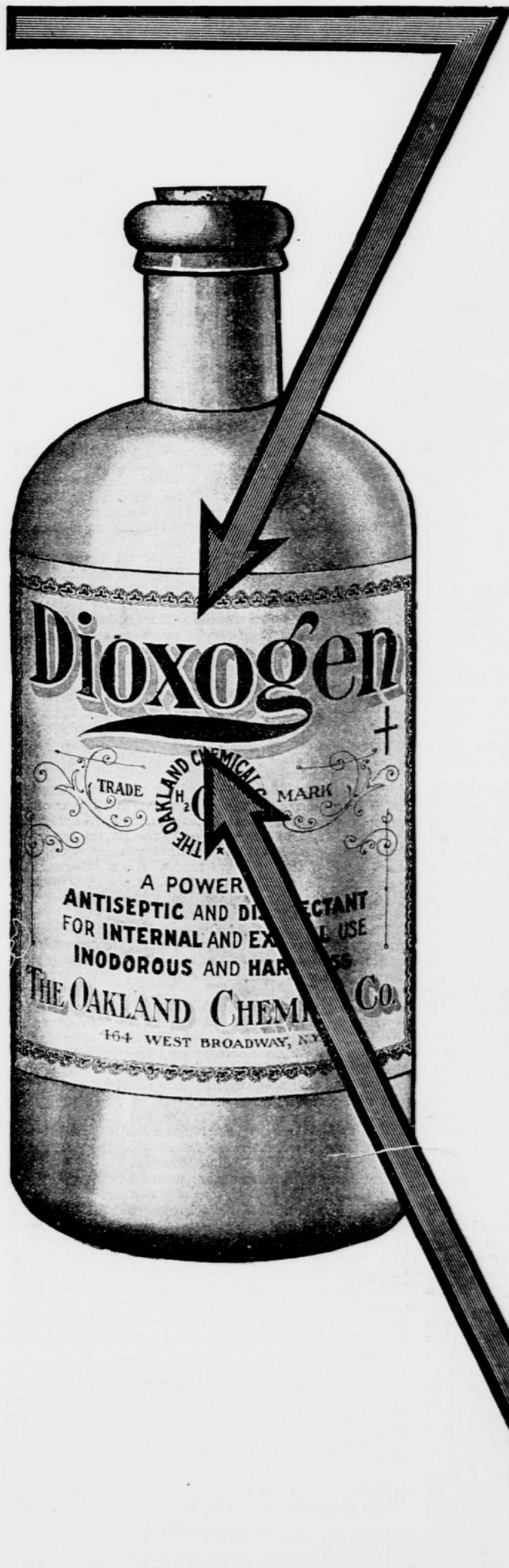


The Cleanliness War



THE United States Government spent six million dollars to clean up the Panama Canal Zone.

The Canal Zone, 10 miles wide, stretching across the Isthmus, is now as healthy as any similar strip in any part of the United States.

Havana dirty was the pest spot of the Western Hemisphere. Havana clean is one of the healthiest cities in the world.

The great inventions and achievements of modern times are secondary in importance when compared with the advance in the knowledge of the laws governing health.

The French failed in Panama because conditions were unfit for civilized life. Health failed, life failed and the Canal failed. The secret of health is cleanliness—cleanliness of body and cleanliness of surroundings.

Statistics of great wars of the past 200 years show that for each man killed in battle, five men died from sickness or disease.

In the Russian-Japanese war the record of the Japanese army was four killed in battle to one by disease. In no great war, ancient or modern, was sanitary and hygienic cleanliness practiced as by the Japanese. The battle losses on either side were materially different; the saving of life on the Japanese side was the battle field through hygienic cleanliness.

Wherever authority exists and is exerted for the enforcement of sanitary and hygienic laws on a large scale, the most astonishing statistics are obtained; but, astounding and impressive as these are, they cannot be compared with the results that would follow the intelligent application in the home and in the family of those simple measures which science and experience have proven to be effective and sound in preventing sickness and maintaining prophylactic cleanliness.

Prevention is better than cure. The practice of hygienic prophylactic cleanliness protects against disease and prevents the development of minor causes into serious effects.

The standard of a nation's physical and moral life is determined by its standard of prophylactic and hygienic cleanliness.

The Many Uses of Dioxogen

As a Mouth and Throat Cleanser, Dioxogen bubbles on the tongue, into folds of the cheeks and throat and wherever substances are retained. It kills the germ, disinfects and mechanically removes the mouth delightfully, aseptically, hygienically clean.

As a Cleanser of Cuts, Wounds, Sores, Burns, and other lesions, Dioxogen finds putrefactive matter (pus, decaying tissues, etc.), in which germs multiply, and removes it so that nothing remains to irritate or prevent quick natural healing.

As a Cleanser of Skin Pores, Dioxogen disinfects and removes the dirt and impurities from the skin, leaving it free from blotches and other complexion disfigurements. *After Shaving* it leaves the skin in a smooth condition, free from smarting and irritation.

As a Deodorant, Dioxogen stops bodily odors quickly by killing the germs on the skin which are producing the odors. *Cut off and mail coupon for valuable information.*

THE OAKLAND CHEMICAL CO.