



Those Pretty Teeth

Millions get them and protect them in a new, scientific way

All statements approved by high dental authorities

You see pretty teeth everywhere nowadays. Their luster is conspicuous. They look uniquely clean.

You will realize, if you notice, that some new method of teeth cleaning has come into vogue.

And it has. Millions of teeth are now cleaned in this new way. Leading dentists everywhere are urging its adoption. Over 6,000 new users daily start it by writing for a 10-Day Tube.

Every woman, for her sake and her family's sake, should know the facts about it.

It deals with film

This new-day method deals with film. With that viscous film which coats your teeth. You can feel it with your tongue. Modern authorities now agree that the cause of most tooth troubles lies in film.

The film is clinging. It enters crevices and stays. The tooth brush alone doesn't end it. The ordinary tooth paste does not dissolve it. So it remains and may do ceaseless damage, until removed by instruments and pumice in a dentist's chair.

That is why brushed teeth discolor and decay. Old methods have proved inadequate. And statistics show that tooth troubles have been constantly increasing.

How film destroys

Film is what discolors — not the teeth. It is the basis of tartar. It holds food sub-

stance which ferments and forms acid. It holds the acid in contact with the teeth to cause decay.

Millions of germs breed in it. They, with tartar, are the chief cause of pyorrhea. Also of many other troubles, local and internal.

Dentists long have known this. Periodic film removal did not meet the need. What was wanted was a daily film combatant, and dental science has been seeking it for years.

Now that film combatant has been found. Able authorities have proved it in all ways by clinical and laboratory tests. Dentists have for five years been watching its efficiency.

Now the method is embodied in a dentifrice called Pepsodent. And, to quickly let all people know it, a 10-Day Tube is being sent to everyone who asks.

Now millions know

Millions of people have already made this ten-day test. If you have not done so, do it now. It will be a revelation.

Pepsodent is based on pepsin, the indigestant of albumin. The film is albuminous matter. The object of Pepsodent is to dissolve it, then to day by day combat it.

A new discovery has made this method possible. Pepsin must be activated, and the usual agent is an acid harmful to the teeth. But science has found a harmless activating method. Now that film, hidden or apparent, can be daily fought in this efficient way.

The Mirror Tells

One can see and feel the Pepsodent results. No doubt can exist about them.

Simply look in your mirror before and after making this ten-day test.

The test is free

No charge is made — not even postage — for this ten-day test. We urge you to accept it and see the results for yourself.

Send the coupon for a 10-Day Tube. Note how clean the teeth feel after using. Mark the absence of the viscous film. See how the teeth whiten as the fixed film disappears.

These facts are most important, both to you and yours. See the results, read the reason for them, then decide for yourself what is best. Cut out the coupon so you won't forget.



Film dims their luster

A coat of film clouds white teeth. Film absorbs stains and is the basis of tartar.

Film-coated teeth are unclean and unsafe. Millions of germs breed on them. There are few things more important than to keep that film removed.

REG. IN **Pepsodent** CANADA

The New-Day Dentifrice

A scientific film combatant, now advised by leading dentists everywhere and used on millions of white teeth.

Supplied by druggists in large tubes.

TEN-DAY TUBE FREE

THE PEPSODENT COMPANY,
Dept. 307, 1104 S. Wabash Ave., Chicago, Ill.
Mail 10-Day Tube of Pepsodent to

Only one tube to a family.