



7,000 people write daily

For a 10-Day Tube of Pepsodent. At the rate of two million yearly. They are learning the way to cleaner, whiter, safer teeth.

Countless others, by dental advice, start this new-day method.

Everywhere about you you see the results. Now this is to urge you to make the same test. It costs nothing.

Teeth Like Pearls

Find out how people get them

All statements approved by high dental authorities

Your friends and neighbors—many of them—now use a new method of teeth cleaning.

Morning and night, millions of teeth are now brushed in this new-day way. Dental authorities, after long and careful tests, endorse it. And leading dentists everywhere are urging its adoption.

Wherever you go you see glistening teeth, due to this new protection. You know they are safer, cleaner than dull, film-coated teeth.

Now we urge you to see the results on your own teeth. And we offer a 10-day Tube.

We now combat the film

Your teeth are coated with a viscous film. It is ever-present, ever-forming. You can feel it with your tongue.

It clings to teeth, gets between the teeth, enters crevices and stays. And modern science traces most tooth troubles to it.

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

Film has been neglected

Dentists long have known these facts, but no way to combat them. The ordinary tooth paste could not dissolve film, so the tooth brush left much of it intact.

Careful people went twice yearly for a dental cleaning. The film and tartar were then removed by instruments and pumice.

But in the meantime, month after month, it might do a ceaseless damage

Thus the tooth brush proved itself inadequate. Tooth troubles were constantly increasing. Very few escaped them—even the most careful. And dull, cloudy teeth were common.

Science found the way

Now dental science, after years of searching, has found a way to daily fight this film. The method has been proved by convincing clinical and laboratory tests. Its efficiency is now beyond question.

Able authorities commend this ideal tooth paste, complying in all ways with modern dental requirements. That tooth paste is called Pepsodent.

Countless dentists are helping to bring it into daily use. And, to quickly prove it to the millions, a 10-day Tube is being sent to everyone who asks.

Based on active pepsin

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

Pepsin long seemed impossible. It must be activated, and the usual agent is an acid harmful to the teeth. But science has discovered a harmless, activating method. Years of tests have proved this. Now active pepsin can be every day applied.

Pepsodent also combines two other new principles in teeth cleaning, now urged by the highest authorities. So this one paste embodies three most important methods.

Results appear quickly

Pepsodent needs no argument with people who once try it. The results are quick and apparent. This ten-day test will be convincing, and it costs you nothing. The book we send will tell the reason for every effect you see.

Millions are now learning what Pepsodent can do. The use is fast spreading the world over. For your sake and your family's sake this test should be made in your home. It should be made at once. Cut out the coupon now, so you won't forget to mail it



'Twill be a revelation

Note how clean the teeth feel after using. Mark the absence of the slimy film. See how the teeth whiten as the fixed film disappears.

You will quickly see that Pepsodent brings a new era in teeth cleaning.

Pepsodent CANADA
REG. IN
The New-Day Dentifrice

A scientific film combatant, complying with all modern dental requirements. Now advised for daily use by leading dentists everywhere. Every druggist supplies the large tubes.

10-Day Tube Free

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THE PEPSODENT COMPANY,
Dept. 456, 1104 S. Wabash Ave., Chicago, Ill.
Mail 10-Day Tube of Pepsodent to

ONLY ONE TUBE TO A FAMILY