



You See Glistening Teeth Everywhere Nowadays—Ask People Why

All Statements Approved by High Dental Authorities

You see glistening teeth as never before among careful people now. They are conspicuously attractive, and you know they are cleaner and safer.

Ask your friends about them. Millions of teeth are being cleaned in a new way. Thousands of new peo-

ple are starting every day. Leading dentists everywhere are urging its adoption.

The teeth you admire are largely due to Pepsodent in these days. They are kept free from film. You will see the results on your own teeth if you ask for a 10-day test

Careful People Are Fighting Film On Millions of Teeth To-day

There has come in late years a new era in teeth cleaning. And this is the reason for it:

Most tooth troubles have been traced to film—to that slimy film which you feel with your tongue.

The film is ever-present, ever-forming. It clings to teeth, enters crevices and stays. The ordinary dentifrice does not dissolve it. The tooth brush leaves much of it intact. So night and day, month after month, it may do a ceaseless damage.

How It Ruins Teeth

That 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.

That is why so many teeth discolor and decay. That is why tartar forms and serious troubles start. Despite the daily brushing, teeth are not kept clean. The film—the great tooth wrecker—is not properly combated.

Dentists long have known this. They have urged periodic cleaning in the dentist's chair to remove the film and tartar. But they knew the vital need was a daily film combatant. And dental science has been seeking it for years.

Now the Way is Found

Now science has met that need. It has discovered an efficient film combatant, harmless to the teeth. Convincing clinical and laboratory tests have proved it beyond question. Countless dentists have watched it, and they now advise it. As a result, there are millions of teeth now benefited by it.

For home use this method is embodied in a dentifrice called Pepsodent. It complies in all ways with modern dental requirements.

To quickly prove it to all people, a 10-Day Tube is being sent to everyone who asks. And this is to urge that you get it.

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. And that gives us a harmless film destroyer which is wondrously efficient.

Let It Prove Itself

Pepsodent needs no argument. You can test it without cost. You can see what it does, and quickly, and then judge it for yourself.

Use it ten days. Look at your teeth then and compare them with your teeth of to-day. Any woman can easily decide for herself between the new method and old ways.

Do this for your sake and for your family's sake. Ending film is of supreme importance. Whiter, cleaner, safer teeth are impossible without it. Cut out the coupon so you won't forget.

Pepsodent CANADA
REG. IN

The New-Day Dentifrice

A scientific film combatant, now advised by leading dentists everywhere. It is now being used on millions of teeth every day. Druggists everywhere are supplied with large tubes.

Watch Them Whiten

Send this coupon for a 10-Day Tube. Note how clean the teeth feel after using. Mark the absence of the slimy film. See how teeth whiten as the fixed film disappears. This ten-day test will be a revelation.

TEN-DAY TUBE FREE

THE PEPSODENT COMPANY,
Dept. 459, 1104 S. Wabash Ave., Chicago, Ill.
Mail 10-Day Tube of Pepsodent to

Name

Address

Only one tube to a family