## PRESBYTERIANSSHT HUNDRED AND EIGHTH AT 'SUWOAY SPORTS MEN OUTWIT GERMANS




## Data Hounds

## The data hound is not peculiar to the advertising business alone. The ancient Greeks spoke of the

 business alone. The ancient Greeks spoke of theman who couldn't see the forest because of the trees. But in the advertising business there are many
young men-it is a business itself not yet old. young men-it is a business itself not yet old. even the obvious-unchallenged.
And so with the aid of co-tangent and slide rule a great mass of data is compiled to the confusion For, after all, the elements of advertising succe are very simple and very hard. Make worthy gootis, put your name on them and tell many people about them continually for many
years. For, after all, "psychology" means human years. For, ater ald "psychology" means human
nature, "potentiality" means human wants, and
"cumulative effect"

Advertising spaci in the Butterick publications
Butterick-Publisher
Everybody's Magazin

## Nature $\mid$ Civilizaprotects tion ruins teeth <br>  teeth <br> 

I ${ }^{\mathrm{N}}$ order to learn why savage races Thave practically no tooth trouble while $90 \%$ of civilized people have decayed teeth, Dr. H. P. Pickerill, one o tal science, has devoted many years to a study of this baffling problem.
Those of his conclusions which relate to a correct dentifrice are as follows Savage races eat food which has a dis-
tinctive flavor, and which requires a grea deal of mastication. They eat a lot of mildly Flavor, mastication and the stimulus of raw fruit acid excite the salivery glands and
increase the secretion, fow and alkalinity of increase A copious flow of salivi
neuss less the acids of food deca which are the cause of tooth

Dr. Pickerill states emphat ically that celte use of strong the salivary glands and check the flow of saliva, thus defeat ing Nature's method of pro-
tecting the teeth from the tecting the teeth from the acids of food decay He points out that a den
tifrice should aid nature' processes.

HOR four years, the House of Mennen has been perfecting a entifrice based upon the scientifi principles proved by Dr. Pickerill. Mennen Cream Dentifrice is posi-tively-non-alkaline. It does not check the fow of saliva
It contains a mild fruit acid which accomplishes the same results as the fruit eaten b savages, namely: it increases the secretion,
flow and alkalinity of saliva, thus aiding Nature to protect your teeth from the acida
It cleann and It cleang and polishes the teeth wonder
fully, without scouring or grinding the fully, without scouring or grinding the
enamel. It breaks down tartar formation breaks down tartar formations
and mucin plaques.
It has a $20 \%$ content of and mucin plaques.
It has a $20 \%$ content of
alcohol, which serves as an alcohol, which serves as an
antiseptic deodorant and
conditioner of the gums conditioner of the gums.
Aromatic oils make Mennen Cream Dentifrice pleasant to use, with a cool
refreshing after.tast Mennen Cream Dentifrice is an honest, effective prepa ration, based upon the lat est researches's and discoveriea
of the world's leading dental scientists. Try one tube and have
clean, white, osound teeth, pro
tected by N clean, white, sound
tected by Nature.

