

## Do This

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 teeth whiten as the film-coats disappear.

Notice the refreshing effect which follows every use. The mouth is left in alkaline condition.

You will know then what this new way means to you and yours.



## No Cost

We send a 10-Day Tube of Pepsodent to every home that asks. You are welcome to it.

A book comes with it to explain each new effect.

That test will be a revelation to you. It will bring a new conception of what clean teeth mean.

The results will delight you, and may lead to life-long benefits.

Send the coupon and see.

## Quick Changes Come

Look now at your teeth, then look in ten days. The new whiteness will probably surprise and delight you.

Another prompt result is a refreshing, cleanly feeling in the mouth. The starch deposits are combated wherever they exist. The mouth is left in alkaline condition. These results are much like those which come after eating acid fruits.

This ten-day test will 20 times bring you all these good effects.



## White Teeth Everywhere —Just look about

You see glistening teeth wherever you look today—teeth you envy, maybe. Ask about them and you will generally find that the owners use Pepsodent.

Dentists say that one glance at the teeth tells them a Pepsodent user. The reason lies in the effect on film. Those dingy coats are constantly combated. If pretty teeth appeal to you, use the method your friends use to get them.

## Avoids Age-Old Mistakes

Modern research proves that soap is detrimental to the teeth. This means an alkaline dentifrice, and alkalis in their reaction depress the flow of the naturally alkaline saliva. That is considered one great reason why the tooth brush has proved so inadequate. Practically every former tooth paste has been based on soap.

Pepsodent omits soap, to comply with modern requirements. It employs agents far more efficient. Thus, among other things, it multiplies the saliva's alkalinity. It gives this constant, ever-present factor a many-fold effect, to neutralize mouth acids.

## Watch the Unique Results

Let Pepsodent itself convince you. Some results are immediate, all are prompt. A ten-day test will show conspicuous changes.

It has brought those changes to people all about you. You can see them almost anywhere you look.

They are natural results, based on long research and approved by authorities.

For your sake and your family's sake, learn what they mean to you.

## Smoke-Stained Film

Smokers will see conspicuous effects, for tobacco stains the film. Pepsodent should be used to combat these smoke-stained films.

# Enjoy These Effects

for ten days—See how your teeth look then

This is to urge that you make a test which has brought delights to millions.

Brush your teeth in a new way—use a new-day dentifrice. Modern authorities advise it. So do leading dentists everywhere.

Watch the results for ten days. Note the benefits you see and feel. Then decide if you wish to continue.

### Five new desired effects

Pepsodent with every use brings five desired effects. All are beneficial, all are delightful. Together they mean a new era in teeth cleaning.

They are based on modern research. Authorities now deem them essential.

Bring them to your own teeth. Learn the reasons for them, then judge them for yourself.

One effect is to attack the film—the coat that dims the tooth luster.

Another leaves teeth highly polished, so film-coats less easily adhere.

The salivary flow is instantly increased. That is Nature's great tooth-protecting agent.

The starch digestant in saliva is multiplied at once. That is there to digest starch deposits. Otherwise they may cling to teeth, get between the teeth, ferment and form acids.

The alkalinity of the saliva is multiplied. That is to neutralize the acids which cause tooth decay.

All these results come from every application. Pepsodent brings whiter teeth and cleaner teeth. It creates an alkaline condition in the mouth. It combats the film. It gives to Nature's tooth-protecting forces a multiplied efficiency.

### Based on years of research

High dental authorities have for years studied the cause of tooth troubles.

Those troubles have been constantly increasing. Despite the tooth brush, very few escape them. Some have become alarming in extent.

Pepsodent combines the best solutions which have been discovered. It brings five important effects which old methods do not bring.

You can see those effects and feel them. The benefits are very soon apparent. The scientific reasons will make them clear to you.

Send for the ten-day test we offer, and let this new, efficient method prove itself to you.

# You Must Fight Film

to keep teeth white or clean or safe

The most vital effect is on film.

Film is that viscous coat you feel. It is ever-present, ever-forming. It clings to teeth, gets between the teeth and stays.

Old-time tooth pastes do not effectively combat it. The tooth brush has left much of it intact, to night and day threaten damage to the teeth.

Film is the teeth's great enemy. It causes most tooth troubles. So Pepsodent's effect on film is of premier importance.

### Why your teeth discolor

Your teeth are now film-coated more or less, unless a dentist has just cleaned them.

Film absorbs stains, making the teeth look dingy. It is film-coats that discolor, not the teeth. Film-clouded teeth don't glisten.

Film holds food substance which ferments and forms acid. It holds the acid in contact with the teeth to cause decay. It breeds millions of germs of many kinds. They, with tartar, are the chief cause of pyorrhea.

So your teeth are unclean and unsafe, however well you brush them, if your brushing leaves that film.

Your dentist, perhaps, has shown you the film where you did not suspect it.

He coats the teeth with an iodine solution which brings the film out clear. Then he removes it.

The great problem has been to keep it removed. To combat it daily in the home. That is a problem which dental science has been seeking to solve for years.

### Now two effective methods

In late years, two effective methods have been found. Able authorities have amply proved them. Now leading dentists, half the world over, are advising their daily use.

A new-day tooth paste has been created, complying with modern requirements. Those two film-combating methods are embodied in it.

That is the tooth paste called Pepsodent. Millions of people now employ it, largely by dental advice. Now to every home we make this offer of a ten-day test, so all may quickly realize the benefits it brings.

## Children Benefit Most

Children need Pepsodent even more than adults. Young teeth seem most subject to these film attacks. Very few children reach the age of 15 without some film-caused trouble.

Dentists advise that Pepsodent be used from the time the first tooth appears.

Remember your own experience—the teeth ruined by decay. Many diseases of later life are traced to those old tooth troubles.

Pepsodent combats the enemies of teeth in new and effective ways. It also gives Nature's protective forces multiplied effect. And the great object is to reduce these troubles with the coming generation.

Every mother who makes this test will want her children to use Pepsodent.



## Now Used by Millions half the world over

Some forty races now use Pepsodent. The facts about it are told in many tongues. Dentists half the world over are advising it to people.

A high British authority was among the first to discover the basic principles. So Pepsodent is particularly popular in England and her colonies.

In America, millions of careful people have come to employ it. And millions more will do so when they make this test.

## Show Pearly Teeth when you smile

It is film that makes teeth dingy. Remove that film and the natural luster shows.

Film is the basis of tartar. And countless teeth brushed daily have film-coats and tartar on them.

Pepsodent means prettier teeth—teeth that glisten as they should, teeth you'll wish to show. Women who once find this out will always combat film.

Watch how teeth whiten in this ten-day test. Note how every use removes the new and viscous film.

## Cut Out the Coupon Now

This is too important to forget

**10-DAY TUBE FREE**

THE PEPSODENT COMPANY,  
Dept. S-116, 1104 S. Wabash Ave., Chicago, Ill.  
Mail 10-Day Tube of Pepsodent to

ONLY ONE TUBE TO A FAMILY

PAT. OFF.  
**Pepsodent**  
REG. U. S.

The New-Day Dentifrice

A scientific film combatant, whose every application brings five desired effects. Approved by highest authorities, and now advised by leading dentists everywhere. All druggists supply the large tubes.