

FREE We send a 10-Day Tube of Pepsodent to every home that asks. It forms a delightful and convincing test. Let some one in your home apply it, then all of you watch the effects. You will always want your teeth to look like the teeth you see.



They Remove the Film—

Those millions with glistening teeth



Like New Teeth

When dingy film-coats go

New beauty comes with glistening teeth, and every woman owes that to herself.

Film removal brings out all the natural tooth luster. Then Pepsodent contains a unique polishing agent, harmless but efficient. Teeth highly polished are less apt to gather film.

This is one conspicuous result which your mirror will reveal.

Other delightful effects will come from this new cleanliness. Both film and starch deposits are effectively combated. The mouth is left after every use in alkaline condition.

Important night effects

The bedtime use of Pepsodent is most important. Film, starch deposits and acids do much of their damage at night.

Countless people who brush their teeth leave these deposits on them or between them. Such teeth are most unclean.

Pepsodent goes wherever the film goes, and combats it. Then it floods the mouth with saliva rich in starch digestant and in alkalis. And those factors penetrate everywhere. The cleaner, fresher feeling in the mouth is largely due to that.

Smoke stains on teeth

Users of tobacco often have teeth deeply stained. But the stain is in the film-coats, not the teeth. Removal of the film removes the stains. Smokers will therefore see conspicuous effects.

The way to keep teeth free from such stains is to keep the film removed. Tobacco does not stain enamel. Smokers' teeth may be as white as any teeth if the stained film is twice a day combated.

Millions of people, half the world over, are now daily brushing teeth in this new way.

Wherever you look you see the results of it. You see teeth that glisten—teeth which once were dim. They are teeth you envy, maybe.

Now we offer you the method they employ. A ten-day test is free. Remove from your teeth the dingy coat of film. Then judge the method by the whiteness and the cleanliness it brings.

Authorities advise this method. Leading dentists everywhere are urging its employment. But you can prove the benefits yourself—by what you see and feel.

Do that, for your sake and your family's sake. Learn the new results. Read the reasons in the book we send. Then decide between this method and the old-time ways.

Why teeth discolor and decay

Your teeth are coated with a film. If it is new film it is viscous. You can feel it with your tongue.

It clings to the teeth, gets between the teeth and stays. The ordinary tooth paste does not effectively combat it, so the tooth brush has left much of it intact.

That film makes white teeth cloudy. It breeds and fosters enemies of teeth. Between the teeth and elsewhere it may do ceaseless damage. Most tooth troubles are now traced to film.

What film-coats do

Film absorbs stains, making the teeth look dingy. Film is the basis of tartar—the darker, harder coats.

Film holds food substance which ferments and forms acids. It holds the acids in contact with the teeth to cause decay.

Germens breed by millions in it. They, with tartar, are the chief cause of pyorrhea. Also of other seri-

ous troubles, local and internal. These troubles have been constantly increasing, despite the wide use of the tooth brush. Teeth lose their natural luster. Few people escape tooth decay. Pyorrhea is alarmingly common.

So dental science has in late years sought diligently for ways to fight that film.

Two effective methods

Two ways have now been found. Able authorities have proved them by many careful tests. The benefits are now beyond all question.

A new-day tooth paste has been developed, based on modern requisites. The name is Pepsodent. These two film-combating methods are embodied in it.

It is now being used nearly all the world over, largely by dental advice. And millions of people now enjoy the results.

Five New Effects

Modern research has discovered other effects that are needed. And this new tooth paste has been made to meet all these requirements.

Starch deposits cling to teeth, get between the teeth and gum them. They often ferment and form acids.

Nature puts a substance in saliva to digest that starch. But, with modern diet, it is generally too weak.

Nature also puts alkalis in the saliva to neutralize mouth acids as they form. But they need stimulation.

Aids nature needs

Certain elements in food will multiply those tooth-protecting agents. But, in average diet, those elements are scanty. So modern authority advises that the tooth paste should produce the same effects.

So Pepsodent does this: It multiplies the salivary flow—Nature's great tooth-protecting agent. It multiplies the

starch digestant in saliva, to digest starch deposits that cling. It multiplies the alkalinity of saliva, to neutralize mouth acids, the cause of tooth decay.

All come twice daily

The regular use of Pepsodent brings all these effects twice daily. It combats the film. It leaves the teeth so highly polished that film less easily adheres. And it gives to Nature's tooth-protecting forces a multiplied volume and power.

These are new effects. No ordinary tooth paste brings them. In fact, all tooth pastes based on soap bring opposite effects. They depress the salivary flow and reduce its protective powers.

All who will may now depart from those ineffective methods. All may bring to their homes a new era in teeth cleaning. This is to urge that you see the change a new way brings—even a ten-day test.



Look at Their Teeth

After a few days' use

Children need Pepsodent most. Their teeth are most subject to these film attacks. Few children reach the age of 15 without some tooth decay. To millions these early tooth troubles, when neglected, bring life-long effects.

Dentists now advise that children use Pepsodent from the time the first tooth appears. There is no other method which so combats the enemies of teeth, or renders like protection.

Watch the quick results

Pepsodent best argues for itself. Some effects are almost instant, all of them prompt. A week will convince you that this new method should supplant the old.

Send the coupon for the 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.

All effects will be delightful. Some will be surprising, but the book we send explains the reason for them.

Compare your teeth now with your teeth in ten days. Judge by the benefits you clearly see and feel. Then decide if you always want those whiter, cleaner, safer teeth.

Cut out the coupon so you won't forget.

Pepsodent PAT. OFF.
REG. U.S.
The New-Day Dentifrice

A scientific tooth paste, made to comply with all the new dental requirements. Based on modern research, endorsed by modern authorities, and now advised by leading dentists everywhere. Each application brings five effects which modern research proves to be essential. It combats the film, the starch deposits and the acids in new and effective ways. All druggists supply the large tubes.

10-DAY TUBE FREE ⁷⁶⁹

THE PEPSODENT COMPANY,
Dept. S-179, 1104 S. Wabash Ave., Chicago, Ill.
Mail 10-Day Tube of Pepsodent to

ONLY ONE TUBE TO A FAMILY