

**Free** This delightful ten-day test. It will be a revelation to you. Send the coupon for it.



When teeth are dingy



When teeth glisten



When film-coats show



When film is gone

# Study These Smiles

The open smile comes from consciousness of pretty teeth. This new way of film removal has multiplied those smiles

Millions of people of some forty races are now cleaning teeth in a new way. Their dentists have advised its adoption; or they have made this test, seen the clear effects, and decided to always have them.

The results are seen everywhere. Dingy teeth now glisten because film-coats are removed. And men and women with those prettier teeth smile in a way to show them.

This is to tell you of that method and offer a free test. To urge you to try it and watch the results. The use is delightful, the effects are convincing. Ten days will change your whole conception of clean teeth.

Send for this 10-Day Tube. Let someone in your family use it and show others what it does. Read in our book the reason for each new effect. Then decide for yourself between this new way and the old.

## All Teeth Film-Coated

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

It is ever-present, ever-forming. It clings to teeth, gets between the teeth and stays. Old ways of brushing leave much of it intact. Then it often forms the basis for fixed coats.

### Film absorbs stains

That film absorbs stains, making the teeth look dingy. It is the film-coat that discolors, not the teeth. Film forms the basis of tartar.

That is why so many teeth are dim. A cloudy coat stays on them. Thus people lose a most conspicuous item in good looks.

Film also 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.

Most tooth troubles are now traced to film. Despite the tooth brush, those troubles have been constantly increasing. Very few escape them. Some, like pyorrhea, have become alarming in extent. And largely because we lacked ways to fight film.

### Now you can combat it

Dental science, after diligent research, has found two film combatants. Able authorities have proved their efficiency by many careful tests. Now leading dentists nearly all the world over are advising its daily use.

A new-type tooth paste has been created, based on modern requirements. Those two film combatants are embodied in it. So now twice daily, in your home, you can effectively fight film.

It means whiter, cleaner, safer teeth, new beauty, new protection. And millions of people know it.

This is to urge that you try this method—this dentifrice called Pepsodent. See and feel the results for a few days, then judge them for yourself.



## For Beauty's Sake And for better teeth

Glistening teeth mean added beauty. Every woman owes them to herself.

Desire for beauty, above all else, causes millions to use Pepsodent. There is no excuse for dingy film on teeth.

Look at your teeth now, then after this ten-day test. The difference will amaze and delight you.

But children need Pepsodent most. Young teeth seem most affected by these film attacks. And children have most to lose. Very few children reach the age of 15 without some film-caused damage.

Dentists now advise that children use Pepsodent from the time the first tooth appears.

### Quick changes come

The Pepsodent effects are clear and convincing. Some of them are instant, all of them are quick.

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.

The book we send will explain all these effects. In a week you will realize that this new method means a new dental era.

Cut out the coupon so you won't forget.



## Why Teeth Shine After a dental cleaning

Your dentist, when you visit him, removes the film on teeth. Then, for a little while, your teeth reveal their luster.

But dental cleanings may come only twice a year. In all the time between the film-coats may dim and damage teeth.

Pepsodent combats that film twice daily. It also keeps teeth highly polished, so film less easily adheres. Thus it helps to keep teeth ever whiter and cleaner.

## This Also Must Be Done

Pepsodent brings some other effects, based on newly-discovered facts.

Nature supplies the saliva with great tooth-protecting agents. But they depend on stimulation which should come from the diet. The average modern diet leaves them generally too weak.

One is a starch digestant. It is there to digest starch deposits on teeth which may otherwise remain and form acids.

The other is alkali. That is there to neutralize the acids which cause tooth decay.

### Multiplication protection

Pepsodent stimulates these forces. It multiplies the starch digestant in saliva, multiplies its alkalinity.

Twice a day it greatly increases these natural protective agents. Starch deposits and acids are combated with many-fold effect. The mouth is left after every use in alkaline condition. And starch deposits, night and day, are attacked by the starch digestant.

Teeth are also highly polished, so coats of all kinds less easily adhere.

### Where old ways failed

The old forms of tooth paste contained no effective film combatants. So film was left, between the teeth or on them, to threaten constant damage.

Then nearly all dentifrices heretofore have been based on soap and chalk. Modern research proves those factors detrimental. All those dentifrices reduce the starch digestant in saliva and reduce its alkalinity. They deprive the teeth of these essential agents.

That is one reason why the tooth brush has proved so inadequate. And that's a fault which Pepsodent corrects. What you see and feel and taste will quickly show you that this new way is correct.



## Why Men's Teeth Hold smoke stains

The teeth of men who smoke are often colored by tobacco stains. Those stains lodge in the film.

Remove the film and you remove the stain. Keep the film removed and stains will not accumulate. The Pepsodent effects with men who smoke are usually quick and conspicuous.

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

A scientific tooth paste, made to comply with new dental requirements. Based on modern research, endorsed by modern authorities, and now advised by leading dentists everywhere. Each appli-

cation brings five effects which modern research proves to be essential. It combats the film, the starch deposits and the acids which dim and ruin teeth. All druggists supply the large tubes.

## 10-DAY TUBE FREE

THE PEPSODENT COMPANY,  
Dept. T-47, 1104 S. Wabash Ave., Chicago, Ill.  
Mail 10-Day Tube of Pepsodent to

ONLY ONE TUBE TO A FAMILY