

Just Ask

For a tube, then watch the results. Send coupon

Still Free

A delightful 10-day test
See coupon



Life Benefits

Millions of children have learned the way to life-long tooth protection. They will live in a new dental era.

Stains Gone

Men everywhere show glistening teeth—free from stains, like tobacco stains, which the film-coats hold.

Added Beauty

Wherever you look you see beautiful teeth. And women smile to show them.

The 5-Year War on Film

Over 10 Million people—of some 40 races—have found a better way to clean teeth.

Now Cleaner Teeth

Careful people the world over now enjoy them

Now Prettier Teeth

Have come to millions—you see them every day

This war on film began five years ago. Leading dentists everywhere gave their co-operation. In many languages, people were urged to clean teeth in a new way. And a ten-day test was offered to every home that asked.

About ten million homes made that test. The results are now seen the world over. You see whiter, cleaner, safer teeth wherever you look today. And everywhere these people tell others how to get them.

Years of research

Tooth troubles had been constantly increasing. They were almost universal. Despite the tooth brush, some of these troubles had become alarming.

Most of these troubles were traced to film—that viscous film you feel. Dental science worked for years to find ways to combat it.

How film ruins teeth

Film is that viscous coat you feel. It clings to teeth, gets between the teeth and stays. It forms the basis of dingy coats, including tartar. Then month after month it often remains to threaten serious damage.

Film absorbs stains, making the teeth look cloudy or discolored. Those unsightly coats, if left long, may do much harm.

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

Germs breed by millions in it. They, with tartar, are the chief cause of pyorrhea. Also of many other troubles, local and internal.

Thus film is the teeth's great enemy.

Old ways don't end it

The ordinary tooth paste does not effectively combat film. So brushing in the old ways left much film intact. Even careful people had unclean teeth, and rarely escaped tooth troubles.

Clearly this condition had to be corrected. So dental investigators made long research for a daily film combatant.

Two effective ways

Some years ago two effective ways were found. Able authorities proved them by many careful tests. Dentists began to employ them.

A new-type tooth paste was created, based on modern requirements. These two film combatants were embodied in it. The name of that tooth paste is Pepsodent. Now leading dentists almost the world over are urging its daily use. And careful people everywhere have come to adopt it, largely through their advice.

10 million home tests

A 10-Day Tube was offered to every home that asked. For five years the offer has been published continuously. Some ten million people have already accepted it, and seen for themselves what Pepsodent does for the teeth.

That test is a revelation. The results are convincing. It has brought to countless people a new dental era.

This is to urge that delightful test on all who have not made it. Make it for your sake and your family's sake. When teeth discolor and decay you know that new methods are needed. Then test the method which authorities advise. Learn how to keep teeth cleaner.

Another result is glistening teeth—teeth you envy, maybe. You see them everywhere. Teeth which once were dim and dingy shine like pearls. Film removal reveals the natural luster.

Then Pepsodent gives the teeth high polish, in a gentle but effective way. It does this without scratching. With that high polish, film-coats cannot easily adhere. Every woman owes herself these benefits to beauty. So do men.

Other vital effects

Pepsodent brings two other effects which are almost as important. They are also based on modern research. It combats the starch deposits which cling to teeth and gum them. When the starch ferments it forms acids. Pepsodent multiplies the starch digester in the saliva, which Nature has put there to digest those deposits.

It combats mouth acids, the cause of tooth decay.

Pepsodent multiplies the alkalinity of the saliva, to neutralize those acids as they form.

Those are Nature's great tooth-protecting forces. Each use of Pepsodent, in a natural way, gives them manifold effect.

Why people enjoy it

The removal of film and starch deposits makes the mouth feel clean. The natural alkalinity created gives the teeth an added protection.

Used at bedtime, it creates agents to fight film and starch

and acids. That gives a new feeling of safety. As teeth grow whiter they assume a beauty which film-coated teeth don't have.

To children it brings new protection. Dentists now advise Pepsodent from the time the first tooth appears. That to combat the lasting damage which few children have escaped.

Men who smoke should combat the film before tobacco stains it. Thus they keep teeth white.

These results involve no extra effort. Simply brush the teeth twice daily, as you do. But apply this new-day dentifrice instead of soap and chalk.

Modern authorities advise this. Leading dentists everywhere prescribe it. People all about you, every day, show you the good effects.

One week will show

The Pepsodent results are quick and apparent. Some are almost instant. One week will show you distinct effects which are most convincing. You will gain a new idea of teeth cleaning.

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 tell the reason for each new effect. Then judge by what you see and feel, and decide for yourself what is best. This is too important to delay. Cut out the coupon now.



Learn how well it pays. Pearly teeth add immensely to the charms of men and women. And everyone knows they are sanitary.

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

Made by experts to comply with five new dental requirements. Based on modern research, endorsed by dental authorities, and now advised by leading dentists everywhere.

Made to combat the film, starch deposits and mouth acids which dim and ruin teeth. Each application brings five effects which old ways do not bring. All druggists supply the large tubes.

10-DAY TUBE FREE

THE PEPSODENT COMPANY,
Dept. T-103, 1104 S. Wabash Ave., Chicago, Ill.
Mail 10-Day Tube of Pepsodent to