



Where Future Fords of the Aeroplaine Industry Study—The Daniel Guggenheim Aeronautical Laboratory of the Massachusetts Institute of Technology, erected for research in aeronautical engineering. It houses classrooms, two wind tunnels, and a meteorological laboratory.
(Underwood and Underwood)



The Rope That Tied Up Broadway Traffic—The Sophomores at Columbia (it's a college) dragged the Freshmen out into Broadway, thereby adding to Mayor Walker's traffic problem.
(Pacific and Atlantic)



Heard But Not Seen—This is a new experience for cheerleaders who are accustomed to perform before enthusiastic thousands. The boys are the nose specialists at the University of Pennsylvania. From left to right: Jack Archer, Red Herbst, Monty Hill. "This is W. C. A. A broadcasting, etc."
(Wide World)



A Dozen New Gothamites at Wellesley—The metropolis of our fair country is well represented in the freshmen class at the famous Massachusetts women's college. Left to right: Thora Morse, Brooklyn, N. Y., Peggy Hayman, New York City, Mildred Harris, Brooklyn, N. Y., Sylvia Glass, Manhattan, N. Y.; Elzabelle Sachs, New York City, Clara Popper, Manhattan, N. Y., Margaret Levi, Manhattan, N. Y., Mary Long, Brooklyn, N. Y.; Elizabeth Sutherland, Cornwall-on-Hudson, N. Y., Kim Tomptkins, Mt. Vernon, N. Y., Perry Place, New York City, and Dorothy Upjohn of New York City.
(Wide World)



(Above) ALTHEA BAINBRIDGE enjoys the thrills of her first air trip as furnished by Pilot R. S. Fogg. Her charming smile is unmarred by cloudy teeth—thanks to Pepsodent.



(Above) McCLELLAND BARCLAY, famous illustrator, and his model, Miss Helen Goebels, pause for a moment to show the part Pepsodent plays in making smiles so charming.



(Above) ASK YOUR DENTIST the secret of gleaming teeth. "Keep dull film off your teeth," he will say. That's why the use of Pepsodent, the special film-removing dentifrice, is so widespread today.

Blame Film for Cloudy Teeth

—for serious tooth and gum disorders. Remove it twice each day with the special film-removing dentifrice dentists urge.

IN ten cases of dull, discolored teeth, nine may be traced to a dingy film that ordinary brushing fails to remove successfully. That is the opinion of modern dental specialists. Serious tooth and gum disorders, including pyorrhea, are also traced to film as their chief cause.

Film must be removed twice daily. To do this, dentists urge the special, film-removing dentifrice—Pepsodent—different in formula and in action from all others. One whose main purpose is to remove this dangerous coating from teeth.

Film is the great enemy of pretty teeth and healthy gums. It clings to teeth, gets into crevices and forms a breeding place for germs. It invites the acids of decay.

Film, too, is the basis of tartar. And germs, with tartar, are the cause of pyorrhea. It absorbs discolorations from food and smoking. And makes pretty teeth look "off color."

Pepsodent first curdles that film. Then removes it in gentle safety to enamel. It acts to firm the gums and give them healthy, coral color. It multiplies the alkalinity of the saliva and keeps the mouth clean. Largely on dental advice, thousands are discarding old ways for it. Get it wherever dentifrices are sold or write The Pepsodent Co., 1104 S. Wabash Ave., Chicago, for free 10-day tube. Smiles will be brighter, teeth whiter and more healthy within a few days' time.

We could make Pepsodent to sell at a lower price. But it would not contain the properties millions know will whiten teeth as no other safe method does. Nor would it embody the costly agents science recommends to combat serious tooth and gum disorder. Beware when lovely teeth are placed at stake.

Pepsodent
The Quality Dentifrice—Removes Film from Teeth



(Above) YOUTH AND AGE show an equal interest in the historical carriage of President Lincoln. Miss Beulah McGee is enjoying the reminiscences of William H. Rupe. Pepsodent daily guards her pleasing smile.



PEPSODENT—A scientific dentifrice compounded solely to remove dingy film from teeth.