



(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.

Blame Film for Cloudy Teeth

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

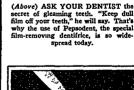
IN ten cases of dull, discolored teeth, nine may be traced to a dingy film that ordinary brushing fails to remove successfully. That is the opinion of modern dental specialists Serious tooth and gum disorders, including pyorrhea, are also traced to film as their chief cause.

Film must be removed twice daily. To do this, dentists urge the special, film-removing dentifice—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.

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 disorders. Beware when lovely teeth are placed







PEPSODENT—A scientific de frice compounded solely to rem dingy film from teeth.