


That is film It is the film coat that dims the teeth's luster. Film is the basis
of tartar. Film is the stain-abof tartar. Film is the stain-ab
sorber - not the tooth enamel. Film is called "bacterial plaque," because germs breed there-millions of them. And countless troubles, local and internal, are
now traced to them. The acids which
The acids which cause decay
form in that film and stay there. So film removal, day by day, is the vital part of teeth cleaning.
Without that, brushing cannot Without that, brushing canno
save the teeth.

## How teeth are ruined

The film absorbs stains and becomes
discolored. Thus the teeth grow cloudy discolored. Thus the teeth grow cloudy.
Film is the basis of tartar. It holds food substance which ferments and forms
acid. It holds the acid in contact with Millions of germs breed in it. They, with tartar, are the chief cause of pyor,
rhea. So few evcape these troubles if
they leave film on the teeth.

Dental science has for years sought a way to fight film, and the way has now it by convincing authorities have provec
and laboratory Now, for home use, the method is em In three a great ways this tooth paste meets modern dental requirements. Den-
ists are urging its adoption. And miltists are urging its aloption. And mil-
ions of 10 -Day Tubes are sent out, so
that people may see its effects.

Based on active pepsin
 The object of Pepsodent is to dissolve it, the
to day by day ombat it.
This method long seemed impossible. Pet

 two other pethods are combined with it to
bring desired effects.


## Argument not needed


 Thus millions are seeing what it does, and
deciding for themselves. Send the coupon for a 10 -Day Tube. Note
ow ciean the teeth feel after using. Marii




## Repsocent The New-Day Dentifrice

A scientific film combatant which meets all the modern require
ments. Now advised for daily use by leading dentists everywhere Druggists supply the large tubes.

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