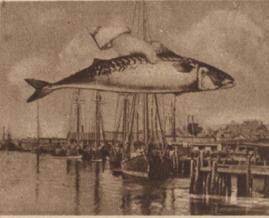


### Salt Mackerel CODFISH, FRESH LOBSTER

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That film is what discolors—not your teeth. It hardens into tartar. It holds food 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, and many internal troubles are due to them.

These facts have been known for years. But dental science found no way to effectively combat the film. A vigorous dental cleaning from time to time was needed to remove it.

Now a way has been found to combat it. That way is embodied in a dentifrice called Pepsodent. You can prove it, as thousands have, by a simple test. This is to urge that you do it.

### See the Difference

Pepsodent is based on pepsin, the digestant of albumin. The film is albuminous matter. The object is to dissolve the film, then to constantly prevent its accumulation.

Ordinary pepsin will not serve. It must be activated, and the usual agent is an acid, harmful to the teeth. But science has now found a harmless activating method. Five governments have already granted patents. That method, employed in Pepsodent, makes teeth-cleaning vastly more effective.

Able authorities have made clinical tests of Pepsodent. In thousands of cases they have watched its efficiency. Now we are urging all people to prove it in their homes. It means results you do not get without it, and they are all-important.

Send the coupon with 10 cents for a special tube. Use it like any tooth paste. Note how clean your teeth feel after using. Mark the absence of the slimy film. See how teeth whiten as the fixed film disappears.

That film is your teeth's chief enemy. This test will show you that you can combat it. Then you will always clean your teeth, we think, in this scientific way. Cut out the coupon now.

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