30 YEARS AGO, MORE AND LESS

WHEN A PIONEER DIRIGIBLE CAME TO GRIEF—Capt. Horace Wil's flying bag, which was being exhibited at White City early in the century, wrecked on wire fences at 37th and State Sts.

(Top musical family)

TRAFFIC TANGLE OF 1909—On May 25th of that year, this scene of horse-drawn vehicles had the corner of Dearborn and Randolph streets into a five-minute knot.

DISCOVERED! A TOOTHPASTE THAT GIVES 3 TIMES THE VALUE!

THE NEW "SUPER-SOFT" HIGH-POLISH PEPSONDENT!

Pepsondent's exciting $200,000 toothpaste formula contains utterly new type Super-Soft ingredient. You'll thrill to the way it safely cleans and polishes teeth to a brilliant lustre that can't be equaled the world over!

1. HIGH-POLISHES TEETH TO TWICE THE BRILLIANCE—SAFELY

Expect to see your teeth sparkle and gleam as never before! So dazzling a lustre does Pepsondent's new toothpaste formula quickly return to dull $200,000 Toothpaste formula quickly return to dull teeth, and to smoke-stained teeth, that you, too, will say it positively gives twice the polish!

2. MAKES TEETH LOOK WHITER TWICE AS LONG—SAFELY

Teeth look whiter, feel cleaner and film-free hours longer! About twice as long as with ordinary dentifrices, according to findings of dentists working for 3 months with 200 people in Illinois. And there was no slightest injury to teeth enamel.

3. GIVES THIS SAFETY—BECAUSE TWICE AS SOFT

500,000 brushing on metal plates softer than your teeth proves Pepsondent Toothpaste twice as soft as the polishing agent generally used in dentifrices. Dentists prove Pepsondent Toothpaste is superfine, therefore superfine, even for children's teeth and as a message for tender gums.

"Do it!" With these three words one of the Pepsondent scientists announced the end of an exciting 18-year search for an utterly new kind of toothpaste. One that would High-Polish teeth safely!

He had found the new Pepsondent! A toothpaste with a Super-Soft and High-Polish. A toothpaste that gives 3 times the value of ordinary kinds because it polishes teeth in the greatest lustre ever known... and doubtless softer. This safe way to High-Polish teeth is the result of a sensational new ingredient. One never before used in a dentifrice. It is the secret of the amazing polishing power and cleaning action of Pepsondent's new toothpaste. Imagine! New Super-Soft High-Polish Pepsondent Toothpaste gives your teeth twice the polish. Your teeth look whiter, feel cleaner and film-free, twice as long. Yet this new toothpaste is twice as soft! Being concentrated, it goes farther, lasts longer.

Even smoke-stained quickly yield to Pepsondent's new painted toothpaste formula, developed at a cost of $200,000. Gently, with superfine safety, it removes to your teeth the magnetic alien you desire to admit. So switch to New Pepsondent today. Look for the words "New Super-Soft" on the box.

High-Polish Your Teeth—FREE

The accompanying is a toothpaste sample of Pepsondent Toothpaste, presented free to readers of Pepsondent's new High-Polish Toothpaste.

FREE! Toothpaste Sample in envelope. Address:

Address

City

State

Mail coupon on postcard side. 3,000,000 Sent Each Month.