

"IRIUM for thrilling lustre!"

that's the verdict on

PEPSODENT

If you want teeth that gleam and glisten, follow the lead of the thousands of NEW, REGULAR users of Pepsodent Tooth Paste containing IRIUM! Irium helps Pepsodent brush away so quickly dull and dingy surface stains and bring back the natural radiance of your teeth. Because of Irium, Pepsodent does this SAFELY, PLEASANTLY, THOROUGHLY. Contains NO GRIT, NO PUMICE, NO SOAP. Try Pepsodent containing Irium for yourself TO-DAY!

"Use Pepsodent twice a day—see your dentist at least twice a year."



PEPSODENT TOOTH PASTE

contains IRIUM for greater cleansing power

Trial Size 6¢ - Large Size 1'3 - BUY THE ECONOMY SIZE - 2'.