



Whiter Teeth QUICK!

that's even more important than the 25¢ price

With you in Listerine Tooth Paste, you'll discover why so many people prefer it. You'll discover, for one thing, the speedy way this dentifrice cleans. We use a random polishing agent. It gets dirt and stains off the teeth with surprisingly little brushing. Teeth become whiter after only a few days' use. Soft and gentle, this polishing agent causes possibly harm to the teeth.

Then—this 25¢ dentifrice certainly does give you a brighter, cleaner and healthier smile. And again, people—particularly women—remark upon the way it makes teeth gleam.

Also—Listerine Tooth Paste has an amazingly refreshing effect upon the mouth and gums—it is this aspect it is just what you'd expect of a Listerine product. After you brush your teeth with it, your mouth feels thoroughly "washed"—as fresh as a game, sweetish breath.

Begin your use of Listerine Tooth Paste soon. Results are what count! If you find this tooth paste better than the one you are using now, you'll welcome the saving it brings you. Try either the 25¢ size—or the new size you can buy now as much. Listerine Pharmaceutical Company, St. Louis, Mo.



KING KONG AND SON OF KONG made by the famous RKO Radio Pictures, stars the King Kong himself, and his son, Baby Kong. In the picture above, Mr. Vinton, a famous Hollywood screenwriter, reads the script to the King Kong.

A HARD WORKER. Leo Frankel, a famous screenwriter, reads the script to the King Kong himself, and his son, Baby Kong. In the picture above, Mr. Vinton, a famous Hollywood screenwriter, reads the script to the King Kong.

SCHERK

Mes points noirs
les boutons ont complètement disparu

Lotion Faciale Scherk

IGEMO-SHAMPOO mit Eidotter

Eine ganz neue Haarwäsche!

Vom hellsten Blond bis zum tiefsten Schwarz

IGEMO-SHAMPOO

Verwenden Sie auch die übrigen IGEMO-Artikel, die in allen Fachgeschäften zu haben sind:
Sie erhalten diese: **Shampoo**, **Hautcreme**, **Balsam**, **Großwasser**, **Mineralwasser**, **Badesalze**, **Badecreme**, **Zahnpasta**, **Handseife**, **Napflock**.

IG. MAYERHOF & CO., FRANKFURT A.M. MAIN - GEGENRETT

This can only
refer to cosmetic

THE SATURDAY EVENING POST

Twins Tested SIX LEADING TOOTH PASTES... Pebeco proved best for Juniors



For thirty days Alton used Tooth Paste 25¢. His teeth and gums showed no improvement.

Betty used Pebeco for thirty days and her teeth became gleaming pearls again. Slim, bright teeth.

ALTON AND BETTY ABBOTT, 4426 WEST 1005 STREET, CLEVELAND, OHIO

Teach your children to use the tooth paste that

makes teeth and gums healthy... instead of

"candy" tooth pastes that merely "taste good"!

AT LAST here's proof—just how the 3 leading tooth pastes actually work!

This chart was made by having dental authorities (Names on request) fit Twins because they present the fairest basis for test. Due to similar heredity and environment, the teeth and mouth structures of Twins are apt to be alike. One Twin of each set uses Pebeco for a month... the other uses one of the other leading tooth pastes.

Results of hundred of cases prove Pebeco superior to other tooth pastes. (Details in the last two columns.)

Among the Twins who took the four tests several pairs of children

the conclusion that it pays to encourage children to brush their teeth Peboco's more efficient way.

Peboco is the only tooth paste that uses Paraffinum Liquidum as a base. This ingredient, more than any other, contributes substantially to the health conditions stimulate the flow of lymphatic fluid which circulates the acids that are indirectly associated with tooth decay.

Peboco makes children's teeth like gleaming little pearls. Tender young girls grow firm and vigorous. Young men get the right start! Children grow to life-like silver, shiny teeth. Peboco leaves behind such a pleasant, lingering, and feeling in the mouth. Try a tube for your children today!

TEST PROVED PEBECO MORE EFFICIENT IN CARING FOR TEETH

1. **WARTBURG**: Twins started the use of 25¢ of the regular 25¢ size, and after only 30 days, Peboco showed 90% improvement in teeth and gums. **2. DENTEL**: Twins started the use of 25¢ of the regular 25¢ size, and after only 30 days, Peboco showed 90% improvement in teeth and gums. **3. LISTERINE**: Peboco showed 90% improvement in teeth and gums. In all cases, the 3rd tooth paste or 2nd, 3rd, 4th, 5th, 6th, 7th, 8th, 9th, 10th, 11th, 12th, 13th, 14th, 15th, 16th, 17th, 18th, 19th, 20th, 21st, 22nd, 23rd, 24th, 25th, 26th, 27th, 28th, 29th, 30th, 31st, 32nd, 33rd, 34th, 35th, 36th, 37th, 38th, 39th, 40th, 41st, 42nd, 43rd, 44th, 45th, 46th, 47th, 48th, 49th, 50th, 51st, 52nd, 53rd, 54th, 55th, 56th, 57th, 58th, 59th, 60th, 61st, 62nd, 63rd, 64th, 65th, 66th, 67th, 68th, 69th, 70th, 71st, 72nd, 73rd, 74th, 75th, 76th, 77th, 78th, 79th, 80th, 81st, 82nd, 83rd, 84th, 85th, 86th, 87th, 88th, 89th, 90th, 91st, 92nd, 93rd, 94th, 95th, 96th, 97th, 98th, 99th, 100th, 101st, 102nd, 103rd, 104th, 105th, 106th, 107th, 108th, 109th, 110th, 111th, 112th, 113th, 114th, 115th, 116th, 117th, 118th, 119th, 120th, 121st, 122nd, 123rd, 124th, 125th, 126th, 127th, 128th, 129th, 130th, 131st, 132nd, 133rd, 134th, 135th, 136th, 137th, 138th, 139th, 140th, 141st, 142nd, 143rd, 144th, 145th, 146th, 147th, 148th, 149th, 150th, 151st, 152nd, 153rd, 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