



Firm lips

Closed even when she smiles. All because a cloudy film dims the luster of her teeth.

Free A 10-Day Tube See Coupon



An open smile

Pretty teeth often form a woman's chief attraction. Countless women get them now by removing film.

Pepsodent
TRADE MARK

The New-Day Dentifrice

A scientific tooth paste based on modern research, free from harmful grit. Now advised by leading dentists the world over. On sale everywhere in two sizes.

What Women Lose By Dingy Teeth

—Why do it?

Dingy teeth rob women of a major charm. Not beauty only, but that added grace which lies in the open smile.

Millions of women have found a way to whiter teeth, also to better protection. You meet them everywhere today—with teeth you envy, maybe.

Will you not learn how they get them—by this delightful test?

Due to film

That viscous film you feel on teeth is what clouds them. And it often wrecks them. It clings to teeth, gets between the teeth and stays.

Food stains, etc., discolor it, then it forms dingy coats. Tartar is based on film.

Film also holds food substance which ferments and forms acids. It holds the acids in contact with the teeth to cause decay. Germs breed by millions in it. They, with tartar, are the chief cause of pyorrhea. Thus most tooth troubles are now traced to that unsightly film.

Ways to end it

Tooth troubles were increasing until very few escaped. So dental science sought for ways to fight that film. For three ways were found. One acts to curdle film, one

to remove it, and without any harmful scouring.

Able authorities proved those methods. Then a new-type tooth paste was created, based on modern research. Those two great film combatants were embodied in it.

The name of that tooth paste is Pepsodent. Careful people of some 50 nations now employ it daily, largely by dental advice.

What must be done

Research also proved two other things essential. So Pepsodent multiplies the alkalinity of the saliva. That is there to neutralize mouth acids, the cause of tooth decay. It multiplies the starch digestant in the saliva. That is there to digest starch deposits which may otherwise ferment and form acids.

Old-time tooth pastes, it was found, seriously diminished those great tooth-protecting agents in the mouth.

Watch it act

Use Pepsodent for ten days. See for yourself what it does. Note how clean the teeth feel after using. Mark the absence of the viscous film. See how teeth whiten as the film-coats disappear.

Then decide by what you see and feel. Judge what is best for you and yours. Cut out the coupon so you won't forget.

Protect the Enamel

Pepsodent disintegrates the film, then removes it with an agent far softer than enamel. Never use a film combatant which contains harsh grit.

10-Day Tube Free

1115EX.

THE PEPSODENT COMPANY,
Dept. W4-6, 1104 S. Wabash Ave.,
Chicago, Ill., U. S. A.
Mail 10-Day Tube of Pepsodent to

Only one tube to a family.

Publication.

IT is hereby made known that the Horse, Carriage and Boat Tax will be payable, for the second half year 1924, at the Police Offices in Christiansted and Frederiksted from July 20, 1924 to August 10, 1924, both days included.

Parties remaining in arrears for this tax after August 10, 1924, will be subject to a fine of Pres. 1.00 if the tax be under Pres. 25.00 and Pres. 2.00 if the tax be Pres. 25.00 or over, besides the ordinary legal expenses.

The tax-lists will be distributed by the Police and are to be correctly filled out in conformity with Ordinance of February 22, 1853, and returned to the respective Police Offices within 48 hours in the city and 4 days in the country districts.

Government of the Virgin Islands of the U. S., St. Croix, June 24, 1924.

R. E. LARSEN,
Despatching Secretary.

Publication.

IT is hereby made known, that the Tax on Auto Vehicles and Auto Truck Trailers according to Section 31 of the Ordinance concerning Public Loads in St. Croix, approved July 14, 1923, will be payable, for the second half year 1924 at the Police Offices in Christiansted and Frederiksted from July 20, 1924 to August 10, 1924, both days included.

Parties remaining in arrears for this tax after August 10, 1924, will be subject to the same penalties as in the case of the Horse, Carriage and Boat Tax.

Tax-lists will be distributed by the Police Department and are required to be correctly filled out and returned to the respective Police Offices two days after receipt in the towns and 4 days after receipt in the country districts.

Government of the Virgin Islands of the U. S., St. Croix, June 24, 1924.

R. F. BARNETT,
Despatching Secretary.