dmbb16925.mov / P&G: Crest Toothpaste, 1960s / Duke Digital Repository

- Hey, where's your Jimmy? Oh, no.	(car horns) What's the matter? Always forgetting (indistinct) as th	ie
morning (indistinct)? (car horns)		

- Hi, mom!
- Don't hi me, you're supposed to go to the dentist, remember?
- I did already. I'm all done. I only had one cavity.
- Oh, only one cavity. Jimmy's doing much better. You know? Could be the Crest.
- These are the five leading toothpastes. You know their names, but only one has fluoride, the most effective cavity fighter ever put in a toothpaste, only Crest. Crest is the one with this seal and statement. Accepted by the council on dental therapeutics of the American Dental Association. Have checkups, watch treats, and brush after eating with Crest, the cavity fighter.
- Come on, hot ride, you got homework to do.
- Oh, no. I left my books at the dentist.
- He forget his dad.