

(indistinct chatter)

Male Voiceover: Crest toothpaste takes you backstage at a very unusual variety show. (chatter) These are the performers. Some graduate students from New York city. (indistinct chatter) This is the audience. School children from Manhattan's Lower East Side. Like most kids they don't know much about fighting cavities. The students decided to show them. We at Crest take no credit for this program. It was the students' idea and they run it themselves.

- He's clean! (children whooping and squealing)

Actor: I will look out for him! Mr. Tooth Decay. (indistinct)

- I'm gonna give him a toothbrush!

- Brush! Brush!

Voiceover: Recently, they asked us to furnish some new costumes, props and our fluoride toothpaste, and we did.

- I'll be back when there's no toothbrush!

Voiceover: We think this is something important something that should catch on. Any group interested should write. The Students Dental Health Organization 342 East 26th street, New York for some tips and talk to us at Crest. After all, fighting cavities is the whole idea behind Crest. (children chanting)