

Announcer: And now back to Mrs. Ronald Reagan, who also has a movie to show you.

- Earlier, I mentioned that I do everything possible to protect my youngsters from tooth decay. I think most of us mothers feel that way about our children. But sometimes we get so busy taking care of our families, that we forget about ourselves. So I'd like you mothers to pay special attention to this film. (projector clicks) (reel whirring)

- Boy, here's the picture I wanna see.

Mom: It was to be the family's night out. After supper, we were all going downtown to the movies. And then it hit me, a toothache that had been building up all day. Me, who insisted the kids have checkups every six months. Was it really over a year since I'd seen the dentist? Now I had to see him. It was long after hours before the dentist finished. He didn't lecture. My cavity did that for him. He told me checkups aren't just kid stuff. As my husband said, you worry about our youngsters' teeth and forget about your own. Then and there, I made up my mind that I'd be just as regular about checkups as I'd made my own children be.

- As that mother learned, regular checkups are an important part of everybody's dental program, as well as taking it easy on between-meal treats and brushing your teeth after meals. I hope you and your family follow these rules for good dental health, and I hope this is a regular part of your program, Crest, the toothpaste for families who want fewer cavities.