dmbb28507.mov / P&G: Scope Mouthwash, 1960s / Duke Digital Repository

- Champ, you could belt me for this, but you got bad breath. Bad breath. He's a great fighter but when he shows up in the morning for workouts, wow. I gotta get him to use this new stuff, Scope. I do, once in the morning and my breath feels fresher for hours. Champ, today.

Narrator: When you first wake up, there's a film in your mouth that you can taste. Powerful new Scope cuts through this film and helps reduce mouth odor for hours.

- Champ you got, Champ, you got. Now, take it easy champ, but you got.

- I feel lucky today, Lu baby. Just found a new mouth wash. Scope. They say use it first thing in the morning and your breath will feel like it'll last for hours. Oh, sorry Lu.

- Scope, first thing in the morning and your breath feels fresher for hours. Once in the morning, does it.