

Announcer: Now back to the Reagans, where Mrs. Ronald Reagan is getting acquainted with one of her younger guests.

- How old are you, lovely Susan?

- I'm three.

- My, you're quite a young lady. I bet Mommy takes good care of those pretty teeth.

- Sure do, we're one of those families who want fewer cavities.

- A real Crest family. This is Mr. and Mrs. Don Morrow of Cleveland, Ohio. Don was a toothpaste tester like Steve Curry, whom you met earlier. Not in the same test, though?

- No, not the same test. But they ran it the same way with us old folks, too.

- (chuckles) I understand thousands of people have tested Crest.

- Yes, here's a picture of some in our two-year test.

Nancy: I see, half used Crest and half used the same toothpaste, but without fluoristan.

- Right, we wound up with 34% fewer cavities with Crest.

- 34%? My, isn't that impressive? You know, nine years of tests like Don's and Steve's have made Crest the only toothpaste recognized effective by the Council on Dental Therapeutics of the American Dental Association. You know what they said, Don?

- Yes, here's the statement right here. It says, "Crest has been shown "to be an effective decay-preventive dentifrice "that can be of significant value "when used in a conscientiously-applied program "of oral hygiene and regular professional care."

- That means that Crest works best in a complete dental program. Visit the dentist regularly, watch between meal treats, and brush often.

- With crest.

- That's right. So if you want fewer cavities in your family, join the Morrows, the Curries, and the Reagans, who all use Crest because it's the toothpaste for families who want fewer cavities.