

# Unusual P&G Dentifrice Cleans Teeth

"Teel Protects Teeth..... Beautifully!"

--- Ken Carpenter

Lincoln, Me. (DG)—

Of all the products *Procter & Gamble* created, *Teel* was the most unusual product of its kind. *Teel* was specially made to clean teeth, but it wasn't a toothpaste or tooth powder like other major brands of teeth cleaning products were at the time. *Teel* was a dentifrice that was made in liquid form.

If you're not familiar with *Teel*, the sound of a liquid dentifrice might sound unbelievable and a little weird. To be honest, it sounded odd to me when I first heard about it. At the time, I could picture someone pouring *Teel* onto a toothbrush--- only to have its liquid content dribble all the way to the bathroom floor. This may not necessarily be a bad idea if bathroom floors had teeth, but I have never encountered a bathroom floor with white, shiny teeth in my years of existence on this earth. To put your mind at ease, *Teel's* liquid content was thickened just enough, so when it was poured from the bottle to the tooth brush, it had a tendency to stay on the tooth brush, just aching to clean the teeth inside the human yap.

*Photo below\* are captured by impartial dental authority and presented with precision---as attacking---my description.*

## KISS BEAUTY GOODBYE UNLESS YOU STOP

*taking such awful risks with your teeth!*

**ERIEGHS INJURIES DISCLOSED!**  
 \*Reporting on matter in a leading Scientific Journal... this article is recognized dental authority says that...  
 ...and the fact... it is not to have one use...  
 ...[Excerpted in authoritative dental journals]

**NEW SAFE TEEL WAY... ONLY**  
*One Extra Minute a Week!*

**BRIGHTENS TEETH** quickly, pleasantly, **SAFELY!**

**SHOCKING!** In fact, Over half of all who used pastes and powders had clearly finished another into the outer parts of their teeth. Half a century---one who you of beauty. However---90% may use this stick daily!

**Teel**---the clean, pleasant liquid dentifrice---protects teeth from such injury---because it contains an adhesive of all these substances!

Refreshing. Easy to use. **Teel**---safe daily---plus one extra release a week---glistening teeth with pink, looking upon its brand and name with **Teel**. This remarkable beauty has... Does it safe!

Before it's too late---get **Teel**---today---any leading drug-store. There's beauty in every drop.

**Teel** PROTECTS TEETH *Beautifully!*

**HERE'S ALL YOU DO**

1. Wash your teeth as you usually do with tooth powder or tooth paste. But if you use **Teel**...  
 2. Then, a real tooth soft, with other things, use **Teel**...  
 3. After you have done this, brush your teeth with **Teel**...  
 4. After you have done this, brush your teeth with **Teel**...

## HOW LONG CAN GLAMOR LAST

**WHEN YOU RISK THE BEAUTY OF YOUR TEETH?**  
*Teel protects teeth from these ugly cavities... the way that's safe! Only 1 Extra Minute a week!*

**1. DON'T RISK YOUR BEAUTY**---and your teeth!...  
 ...[Excerpted in authoritative dental journals]

**2. IN 10 TO YOU MAY BE RISKING THESE CAVITIES!**  
 ...[Excerpted in authoritative dental journals]

**3. YOU TAKE THE RISK** when you use **Teel**...  
 ...[Excerpted in authoritative dental journals]

**4. NOW IF YOU'VE THE GREAT DIFFERENCE IN BEAUTY!**...  
 ...[Excerpted in authoritative dental journals]

**Teel** protects teeth *Beautifully!*

**NEW SAFE TEEL WAY... ONLY**  
*One Extra Minute a Week!*

**HERE'S ALL YOU DO**

1. Wash your teeth as you usually do with tooth powder or tooth paste. But if you use **Teel**...  
 2. Then, a real tooth soft, with other things, use **Teel**...  
 3. After you have done this, brush your teeth with **Teel**...  
 4. After you have done this, brush your teeth with **Teel**...

*Teel* was the sponsor of the serial *MIDSTREAM* when the program took to the air on Monday, May 1, 1939 over the stations of NBC's Red Network. At that time, announcer Gene Baker described how whiter teeth could be a reality when the owners of those teeth used *Teel*. There was a simple reason for whiter teeth as Baker explained in the *Teel* commercials--- there was "**Beauty In Every Drop.**"

It was important to have white, shiny teeth, but in later years, *Teel* was presented in radio and print advertising in a different way.

On a 1946 broadcast of NBC's *LIFE OF RILEY*, announcer Ken Carpenter mentioned some sobering facts about the shenanigans that went on inside the typical

human mouth--- and it didn't exactly make for pleasant listening, either! ■ Carpenter mentioned the gums inside the mouth had a reputation of receding. When this ghastly thing happened, cavities would begin its dirty work at those vulnerable areas of the teeth that were exposed after the gums receded. Brushing with toothpaste and tooth powder actually made those particular cavities worse in this sensitive area. Unfortunately, many tooth paste and tooth powder brands of that era had an abrasive content that had the potential of doing more harm than good. Fortunately, *Teel* didn't have abrasives of any kind in its liquid content. Instead of making cavities worse, *Teel* protected the teeth from any and all unpleasant stuff.

In order to put off that order for false teeth, Carpenter mentioned how easy "**The New Teel Way**" was to protect teeth. First, brush the teeth twice a day with *Teel*, and once a week, pour some baking soda on the brush moistened with *Teel* and brush thoroughly. For an extra minute per week, the tag-team combination of *Teel* and baking soda provided a white, clean, and healthy smile for everyone who took this advice.

*Teel* would brighten smiles and protect teeth for about a decade. It was the first *Procter & Gamble* dentifrice that made a definite stand against cavities. When new products were created in the never ending fight against tooth decay, the torch was passed from *Teel* to *Gleem*, the toothpaste that kept bad breath and decay causing stuff in check for the whole day, and to *Crest*, the first successful fluoride toothpaste.

In summing up, *Teel* was definitely a product that was ahead of its time. It would fit in quite well with the modern toothpaste, gels, and other new forms of dentifrice we can buy today. More than likely, *Teel's* liquid content would be intriguing with the many people of today's society who have the idea in their heads that they want to keep their teeth in their mouths for a lifetime.

