

America Brushes Up The Use And Marketing Of Toothpaste And Toothbrushes In The Twentieth Century

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STOUT LEWIS

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This excursion into American cultural history looks at the toothpaste and toothbrush industries from 1900 to 2008. During these years, America moved from cleaning their teeth mostly with homemade powders to using an enormous array of brands, often applied with an electric toothbrush. From early 20th century products like Forhan's (which "cured" pyorrhea) to the whiteners of the 1920s (which unfortunately also removed tooth enamel), and from paste that eliminated "that clinging film" and to copywriters who "wondered where the yellow went," the history of toothpaste has long been a testament to the power of misleading advertising. Interrupting a steady flow of hyperbole was the one true wonder ingredient—fluoride, which enabled Crest to be for decades America's top-selling brand.

American Paint and Oil Dealer ... McFarland

Former Secretary of Commerce William c. Redfield discusses the many commodities American consumers use which have their origins in other countries.

American Railroad Journal

The National Druggist

American Druggist and Pharmaceutical Record

The American Exporter

The American School Board Journal

American Cutler

The American Encyclopaedic Dictionary

Scientific American

American Photography

Brooms, Brushes & Mops

American Miller

Brooms, Brushes & Handles

American Boy

The American Comprehensive Encyclopedia of Useful Knowledge Arts, Sciences, History, Biography, Geography, Statistics, and General Knowledge

American Lumberman & Building Products Merchandiser

Proceedings of the ... Annual Conferences of the American Association of Medical Milk Commissions in Conjunction with the Certified Milk Producers' Association of America

American Economist and Tariff League Bulletin

The American Pressman