



How
Teeth
affect
Appearance



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How Teeth affect Appearance

&

*What Appearance
means in Your Life*



The Dentists' Supply Company
of New York

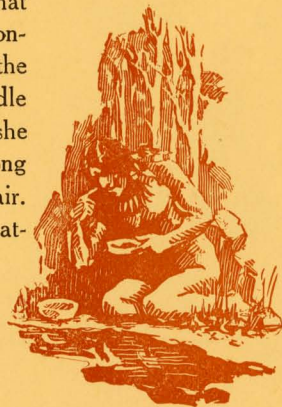


The Goddess of Appearance

DURING mankind's weary climb from savagery to civilization his unwavering worship of the Goddess of Appearance has been an inspiration and a spur, raising him above the animal, and fostering and developing a Pride that is now as much a part of him as Hunger.

Appearance

ONCE in the dawn of the race a man loved a woman and wanted her as his mate, but she, a true daughter of Eve, did not at first permit him to read her feelings. One day when, filled with longing, he was watching her, a beautiful scarlet bird flew past and alighted in a tree near the woman. She cried out with such evident delight and desire for the beautiful creature that the man determined to get it for her as an expression of his affection. At last he knew what she wanted! Being a skillful hunter, he soon brought her the trophy, and her pleasure and gratitude were so great that they could not be concealed; she plucked the feathers and made a girdle and a head-dress, and she gave him some of the long tail feathers for his hair. The beautiful feathers at-





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tracted the attention of others and they in turn sought adornment.

We know, too, that red clay played a part in the wartime toilet of the noble savage and today the fair flowers of civilization do not disdain red clay when they put on their "war-paint"!

A proper regard for Appearance has become so much a part of our natures that few stop to consider the influence it has exerted and still exerts on the life of the race.

All of the meager records of earliest man point to a developing love for beauty and a pride of appearance that has grown steadily and is today more potent than at any previous time in history.

Nature seems to have planned the appearance of the lower animals in a very practical

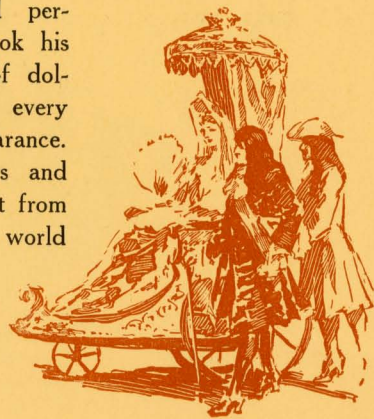


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as well as beautiful way. The size, form and color of birds and animals provide for the attraction of mates, the discomfiture of rivals, protection from foes and the subjugation of the prey.

Man, being a reasoning animal, early realized that nature had apparently passed him by when adornments were being distributed, so, knowing that there was much room for improvement, he took a lesson from the beasts and birds and adopted their beautiful coverings to enhance his own comfort and appearance.

Every normal person wishes to look his best. Millions of dollars are spent every year on appearance. Silks, satins, furs and jewels are brought from the ends of the world



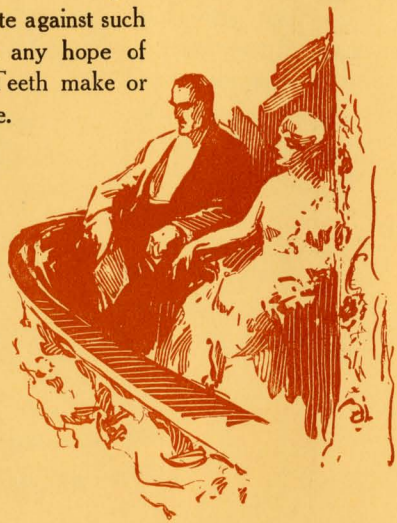


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to meet this insistent demand for personal adornment, and yet the most costly jewels and gorgeous apparel cannot make for beauty if the teeth are unsightly or missing.

Few realize the influence that teeth have on Health and Appearance or they would treat them, in fact, like the pearls with which they are often compared.

No beauty can survive the handicap of ill-formed or unnaturally shaded teeth. No art can compete against such odds with any hope of success. Teeth make or mar a face.



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MILLET, the great French artist who painted "The Angelus," was once asked what was the most beautiful tree. He replied, "That one which is in harmony with its surroundings." Therein lies the true secret of Appearance. Teeth, like trees, must be in harmony with their surroundings, and this applies to form, proportion and coloring.

Artists have known for a century that all faces could be classified as Square, Tapering and Round. The square face has nearly straight and nearly parallel sides as seen from the front when the face is in repose. The tapering face is triangular in general form, the cheek lines converging rapidly toward the chin. The round face is rounding in form, being made up of full curves. All of these





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forms occur in great variety of proportion, there being long, short, broad, narrow and all possible combinations which go to make up face "shape."

The effect of teeth on appearance rests largely on the discovery that *teeth* may be classified in the very same way that faces are classified—Square, Tapering or Round—and, due to the law of harmony, when the face and teeth of a person are similar in shape the appearance is greatly benefited, whereas when there is a difference amounting to a disharmony the effect is displeasing.

Teeth of the same general form as the face enable dentists to produce true restorations and permit their patients to take their places in their social and business worlds without the haunting fear that their dental loss is known.



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The Square Face

SQUARE faces are rectangular or oblong in appearance. The cheek lines are nearly straight and nearly parallel. Such faces look strong and when not too severe are attractive in both men and women.

When artificial restorations are necessary, the improved forms of teeth which harmonize in shape and proportion with these face forms go far in retaining the best appearance for the individual.





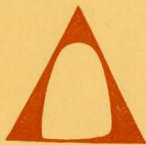
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The Tapering Face

THE tapering face suggests a triangle with the apex pointing downward below the chin. The cheek lines are concave and the severe tapering face has little superfluous flesh. Some of the modified forms are beautiful types.

The tapering forms of teeth which harmonize with tapering faces are fine types, and the improved artificial teeth designed for such faces permit pleasing restorations that are hard to distinguish from fine natural teeth.



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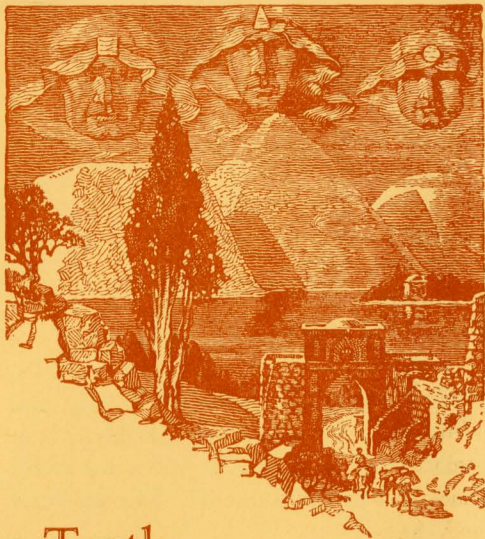


The Round Face

THE round face is famous in song and story as the symbol of geniality. It is made up of curves and, except in the severe forms, is often very attractive. Dentists know the round face as the "ovoid" form, which more nearly describes it. Like the preceding forms it is seen in a number of modifications.

The ovoid forms of teeth which harmonize with the round face are very beautiful, although of course they are not suitable for either the square or the tapering types.





The Teeth of the Ages

have followed a principle of form with an unswerving fidelity that suggests Purpose. Nature has been making Human Teeth Square, Tapering and Ovoid or Round since the earliest recorded time.

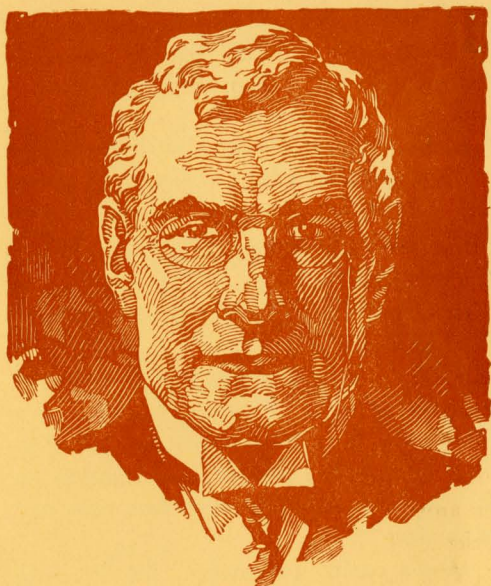
Nature's Age-old Plan

THE blood of man had circulated in the self-same way for thousands of years, but it was the seventeenth century before Harvey discovered the course of the human blood stream!

Human teeth have been Square, Tapering and Ovoid for countless years, yet these forms of teeth were never recognized or classified as such until 1911, when Dr. J. Leon Williams, an eminent American dentist, demonstrated their existence and revealed the principle of harmony between face form and tooth form.

If you could "personalize" the dominant characteristics of the teeth of all time, there would appear out of the past three figures bearing on their brows the Symbols of Form.

If you realize fully the significance of these facts, you will see why it is important to follow nature's plan in the selection of teeth, as indeed it is in all other things having to do with Health and Appearance.



Individuality

—a strong face—but imagine what the effect would be if his smile revealed teeth broken down and blackened with decay or replaced by shapeless porcelain like white beans in a row!

IF anyone can rise above limitations and handicaps, it is the man or woman of strong personality and marked characteristics; but oh, how often we see faces both strong and beautiful “fade out” when they smile!

It is no longer necessary to be handicapped by teeth that show neither character nor individuality. With the advent of the improved forms in artificial teeth the old bugaboo of “false teeth” passed out unmourned.

Today the strong individuality of a face can be retained, favorable characteristics made secure, and that confidence which comes of the knowledge that one appears at one's best be assured, because of the improvements in artificial teeth and the advancement of the science of dentistry.

Not only have teeth been improved in form and classification, but extensive research has produced shades to match the most frequently seen natural tooth shades, and the chewing surfaces of the posterior teeth have been made far more efficient. These features enable dentists to render a finer service, and patients are benefited accordingly.



Don't Gamble with "Father Time"

—Don't Let Your Teeth "Go"

CARE for your teeth day by day and cherish them as you would a string of priceless pearls. Choose your dentist with the same care that you would your family doctor. He now has the methods and materials at his command to render you the highest form of service for Health and Appearance.

SUCCESS depends on Health and Appearance, and both depend on Teeth. If you consider Success worth striving for, consult your dentist and care for your Teeth.

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