Diet Dentistry Dentifrice

Souvenir of the Three "D" Oral Educational Exhibit, Chicago, 1933, Century of Progress Exposition
These pages describe the Three D Oral Educational Exhibit in the Hall of Science at the 1933 Century of Progress Exposition in Chicago.

An important feature of the exhibit is a group of the largest scientifically accurate models of the teeth and the jaws ever carved. Reproduced in colors on the following pages, they visualize the dangers of neglect, the benefits of proper care, and the approved methods of caring for the teeth as developed by the modern Dentist, dietitian, and ethical dentifrice maker.

The mouth is the gateway of the body. Dr. Mellonby, the famous English specialist, states that "dental diseases are responsible for a larger aggregate of ill health and unhappiness than any other disease".

The mouth is the beginning of the alimentary canal—the point where food digestion starts. If it is not functioning properly, the entire duty of mastication and digestion is thrown upon the rest of the digestive system. This often results in disorders of the stomach and intestines, which, in turn, lead to serious ailments.

Beauty too depends upon the teeth. Loss of teeth throws the facial muscles into abnormal positions, altering the lines and ruining good looks. Regular alignment of the teeth is of vital importance, requiring care from the very beginning. Early loss of baby teeth interferes with the formation of the face into its normal, beautiful contour.

In order to work intelligently with the Dentist in keeping teeth and gums healthy, it is important for everyone to know something about the formation of the teeth—the effect of food—and the various troubles which beset them.
THE STORY OF DENTITION

Nature has worked out a remarkable time table for the teeth. The schedule on page 5 will show when the baby teeth and the permanent teeth begin to form and should appear.

Naturally, when faulty diet or some other abnormal condition upsets this schedule, accidents to nature’s well-planned train of tooth formation are almost sure to occur.

The teeth are in constant process of formation from five months before birth to eighteen years after birth.

Soon after the baby teeth are formed, the roots begin to dissolve (decalcify), in order to allow room for the permanent teeth underneath to develop. The illustration on page 5 shows how the permanent teeth form before the baby teeth are out. It is of the utmost importance that the baby teeth be retained in good repair, as it is by their presence that space is kept for the permanent teeth.

One of the most serious errors mothers often make is to mistake the first permanent molars (of which there are four) for baby teeth. For these teeth usually appear before the child has lost a baby tooth. The first molar is the keystone of the arch of the jaws. Never allow these teeth to decay, for the development of the arch is greatly dependent upon their presence.

This is one of the many reasons why the child should begin its regular visits to the Dentist at the age of three for inspection. Have even the smallest cavities filled immediately. Taking care of the small cavities in time usually saves the teeth, thus maintaining the shape of the mouth and preventing serious troubles and expense later on. Prevention is the watchword.

ERUPTION SCHEDULE
Abbreviations used
u. and l.—upper and lower · f.mo.—fetal month · a.b.—after birth

BAY TEETH

<table>
<thead>
<tr>
<th>Teeth</th>
<th>Formation begins</th>
<th>Eruption</th>
</tr>
</thead>
<tbody>
<tr>
<td>u. and l. central incisors</td>
<td>4th f.mo.</td>
<td>6th-8th mo. a.b.</td>
</tr>
<tr>
<td>u. and l. lateral incisors</td>
<td>4th f.mo.</td>
<td>7th-9th mo. a.b.</td>
</tr>
<tr>
<td>u. cuspid</td>
<td>5th f.mo.</td>
<td>17th-18th mo. a.b.</td>
</tr>
<tr>
<td>u. 1st molars</td>
<td>5th f.mo.</td>
<td>14th-15th mo. a.b.</td>
</tr>
<tr>
<td>u. 2nd molars</td>
<td>5th f.mo.</td>
<td>18th-24th mo. a.b.</td>
</tr>
</tbody>
</table>

PERMANENT TEETH

<table>
<thead>
<tr>
<th>Teeth</th>
<th>Formation begins</th>
<th>Eruption</th>
</tr>
</thead>
<tbody>
<tr>
<td>u. and l. central incisors</td>
<td>1st year</td>
<td>7th year</td>
</tr>
<tr>
<td>u. and l. lateral incisors</td>
<td>2nd year</td>
<td>8th year</td>
</tr>
<tr>
<td>u. and l. cuspid</td>
<td>3rd year</td>
<td>12th year</td>
</tr>
<tr>
<td>u. and l. 1st bicuspsids</td>
<td>5th year</td>
<td>10th year</td>
</tr>
<tr>
<td>u. and l. 2nd bicuspsids</td>
<td>5th year</td>
<td>11th year</td>
</tr>
<tr>
<td>u. and l. 1st molars</td>
<td>Birth</td>
<td>6th year</td>
</tr>
<tr>
<td>u. and l. 2nd molars</td>
<td>9th year</td>
<td>12th year</td>
</tr>
<tr>
<td>u. and l. 3rd molars</td>
<td>9th year</td>
<td>17th and 18th years</td>
</tr>
</tbody>
</table>

Slight variations of eruptions of six months to a year often occur

A good set of first teeth well cared for usually results in a good set of permanent teeth
Malformed teeth and jaw of a child
Well-formed teeth and jaws of a normal child

A result of intelligent care of the baby teeth

Facial characteristics in children are often changed, due to abnormal development of the jaws. The time to correct this condition is during childhood
Tooth decay can be controlled by diet and cleanliness. This is today an accepted fact of amazing significance to humanity. It means that the years of patient investigation on the part of hundreds of earnest scientists have pointed a way toward the elimination of mankind’s most prevalent disease—dental caries (tooth decay).

Much work remains to be done. The results and theories of countless groups of investigators must be harmonized.

The work of a number of these scientists has given great promise. Some investigators present evidence that Vitamin C may be a controlling factor, others that Vitamin D is the most important. Correct balance between calcium and phosphorus intake is emphasized by others.

A group of investigators working in one of America’s great universities has shown, first, that caries of the teeth is caused by a germ called Bacillus acidophilus acting on the carbohydrate food particles (sugar and starch) which cling to the teeth, thus creating an acid which disintegrates the enamel, thus producing a cavity; second, that the cleaner the teeth are kept the less chance for this acid-forming germ to begin its destructive work; third, that in some way, unknown as yet, a properly balanced diet, rich in the necessary mineral salts and vitamins, decreases the number of these germs and decreases the frequency of their attack.

They have shown that from 85 to 95 per cent of public school children have active caries. But in institutions feeding a plain but adequate diet that is low in sugar, only about 5 per cent have active caries.

The Journal of the American Medical Association, the leading authority in the medical field, recently summed up the situation editorially by saying, “Taken collectively, these experiments demonstrate that dental caries may be considered largely a dietary deficiency disease.”
And further, "Results prove that efforts to provide an improved diet are in the main well rewarded by increased resistance to tooth decay."

At present, no specific diets can be formulated. But to the mother who is eager to help the Dentist as much as possible in guarding her family against tooth decay the following suggestions are offered.

1st—Visit a Dentist regularly.

2nd—Train the children to "clean their dishes". Avoid excessive amounts of sweets, pastries, and desserts as this often causes a refusal to eat sufficient amounts of other foods. Serve the foods shown on pages 6 and 7 regularly in addition to whatever other foods are desired. They will supply the minerals and vitamins necessary to balance almost any other food combinations and serve as a protective against dietary deficiencies.

3rd—Insist on cleaning the teeth thoroughly with a good dentifrice after each meal.

The desired result of intelligent care

Never let your teeth ache. An ache is nature’s warning

A smile which only well-cared-for teeth can produce—the result of normal development

A worn-out tooth brush will not clean teeth

No. 1—The beginning of a cavity. The enamel has been broken but the decay has not penetrated deeply into the tooth. This is the ideal time for the repair of teeth.

No. 2—The decay has penetrated the enamel and has begun to destroy the dentin. The pulp or nerve is not yet endangered. Repair is rather a simple process at this stage. A cavity should never be allowed to develop beyond this point.

No. 3—The decay has penetrated the enamel and also the dentin. At this point, irritation of the pulp or nerve begins with toothache resulting. This shows why you should never let your teeth ache.

No. 4—The decay has penetrated the enamel and also the dentin. Lack of care has caused the cavity to become enlarged, resulting in the death of the pulp or nerve because of constant irritation. This tooth is an infected tooth, and is a serious menace to the health of the owner.

No. 5—In this stage, the pulp or nerve is dead, and this infected tooth has been retained in the mouth, resulting in the formation of an abscess. These abscesses may be acute or chronic.
DENTISTRY

The marvelous skill—the artistry, the exact intricate knowledge, the ingenious mechanical equipment which your Dentist today places at your disposal—is surprising in view of the fact that dentistry is still in its infancy, compared with other professions. The first dental school was founded less than one hundred years ago. The fees your Dentist charges you are an investment you cannot equal, when you consider the years of study he took to acquire this knowledge and the continued health and happiness his services will give you.

Dentistry today is divided into five branches: (1) Periodontia—the science of oral cleanliness and prevention. This work includes the removal of tartar or calculus. No safe tooth paste can accomplish this.

Visit your Dentist frequently for this work. (2) Operative dentistry includes the filling of teeth and repair of lost tooth structure. (3) Exodontia—or mouth surgery and tooth extraction. (4) Prosthodontia—the replacement of lost teeth by bridge work and dentures. (5) Orthodontia—the correction of occlusion and malformed jaw formation.

Remember that your Dentist today is far more than a mechanic. The training he offers includes physiology—the study of living organisms; bacteriology—the study of bacteria; pathology—the study of disease; chemistry—the study of elements; anatomy—the study of the body's structure; histology—the study of tissues; also the study of allied subjects as they apply to dentistry. He offers you this special knowledge to aid in preventing and rectifying troublesome conditions which these pages so plainly visualize.
HOW TO BRUSH YOUR TEETH CORRECTLY...

The cleaner the teeth are kept the less the danger of decay.

Both the method and the dentifrice used are important.

The illustrations show how to brush your teeth in order to dislodge the food particles which cling to the surfaces and between the teeth, and on which the decay germs act.

Iodent tooth paste provides every essential of an ideal dentifrice.

Iodent helps dislodge the tenacious food particles. It gently but safely erases the most stubborn stains which harbor the dangerous decay germs. It restores the teeth to all their original brilliancy and beauty.

Furthermore, it polishes the teeth to such a smooth, pearl-like luster that debris, stains, and germs have difficulty in finding lodgment. Consequently, it keeps teeth cleaner longer than ordinary pastes.

Iodent is the only tooth paste in the world made in two textures for the two kinds of teeth—Iodent No. 1 for teeth easy to bryten, Iodent No. 2 for teeth hard to bryten.

Beware the dentifrice containing harsh abrasives which cut through the stains and film and injure the delicate enamel.

Iodent is absolutely safe—it contains no grit or bleaches to harm the delicate enamel. Iodent is made by a Dentist.

Both Iodents bear the coveted Seal of Acceptance of the American Dental Association, signifying that their composition and advertising claims are acceptable to the Association.

Only the purest and safest of materials are used. On the following page, we will let these materials tell their own story.
THE MATERIALS IN THE LABORATORY SPEAK FOR THEMSELVES

I am the finest of my kind. There is no better. I am light, I am fluffy. I am never harsh. I am pure, I am white. Examine me under the microscope and see how delicate I really am. I am a friend of all teeth.—I am Mr. Precipitated Chalk.

I am also pure, white, never rough nor harsh. But I am somewhat heavier than my brother Precipitated Chalk. I am specially ground and prepared for the one purpose of helping to clean teeth when they are hard to clean. My brother and I are the safest and best materials that can be used in a tooth paste. We work harmoniously together.—I am Mr. Specially Ground Chalk.

I am of great help to my friends, because I am in the form of a jelly. I never get lumpy or rancid, because I am so pure. I mingle with the chalk of Iodent tooth paste. When used in the mouth, I form small bubbles with air and help carry the chalk to the smallest crevices of the teeth. I work right with my friends, helping them clean the surfaces of the teeth.—I am Mr. Soap.

I perform a duty in Iodent tooth paste that is all important to the dental profession and to Iodent users. Such a small quantity of me is used that it takes a microscope to find me. I form a mucus, and in so doing prevent any possible erosion that would come from the use of chalks. I make Iodent safer, more perfect.—I am Mr. Petroleum Jelly.

I also play, what I think, a very important part, for if it were not for me the tooth paste could not be sweet. I am 550 times sweeter than sugar, yet I do not ferment as sugar would if used in my stead. Everybody likes me.—I am Miss Saccharine.

I am the aroma. I come from Iodent's own peppermint farm. When I was growing, they protected me from weeds and vermin. I am pure; in fact, I am doubly pure, for I have been redistilled. I put the bouquet "Par Excellence" (that cool minty tingle) into IODENT'S delightful flavor. I am cooling, I am refreshing. I am pleasing to the most delicate taste.—I am Miss Redistilled Peppermint.

I am the binder of all these ingredients. I am chemically pure and am used in just the right amount to form a smooth paste delightful to use. I keep Iodent always the same—not too hard in winter, nor too soft in summer.—I am Mr. Glycerine.
The scientific accuracy of the material and the plain, interesting way in which it is presented make this book especially helpful to Dentists, Doctors, Hygienists, Teachers, and Parents in their all-important Oral educational work.

- Additional copies in any quantity will be supplied at nominal cost of one cent per copy to cover postage and handling. Address

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