

BRISTOL-MYERS COMPANY

630 FIFTH AVENUE

NEW YORK

EDUCATIONAL DEPARTMENT

Dear Instructor:

As requested we are very glad to send you Oral Hygiene help material for use with your groups.

Instruction from the colored wall chart entitled "Why Do Teeth Ache?" can be tied in very nicely with a lesson on good grooming which is becoming so vitally important to success these days. Because a bright, sparkling smile is dependent upon healthy gums and clean teeth, the grooming angle leads in very effectively to a basic health lesson on Oral Hygiene.

Instructors everywhere are recognizing the importance of teaching students to massage their gums as well as to brush their teeth. The habit of regular gum massage has become a necessity as a result of modern diet. The soft foods everyone eats today do not give gums enough work to keep them firm and healthy. They grow soft and tender. A warning tinge of "pink" appears on the tooth brush. If neglected, the soundness of even apparently strong teeth may be endangered.

Establishing the gum massage habit will do much to carry one through life with sound teeth and healthy gums, while neglect can cause poor physical health with resulting absence from school and backwardness in studies. Gum massage can be practiced either with the tooth brush or the finger and the enclosed folder gives the technique.

BECAUSE OF GOVERNMENT PRIORITIES ON VITAL METALS, WE MUST ASK YOU TO FOREGO HAVING IPANA SAMPLES JUST NOW IN ORDER TO RELEASE FOR NATIONAL DEFENSE WORK THE TIN WE HAVE ON HAND FOR USE IN MANUFACTURING TUBES. WHENEVER POSSIBLE, HOWEVER, WE SHALL BE HAPPY TO RE-ESTABLISH THE PRACTICE OF SENDING SAMPLES FOR PUPIL DISTRIBUTION.

Very truly yours,

BRISTOL-MYERS COMPANY

*Marion P. Morris*

(Miss) Marion P. Morris

Director

Educational Department

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