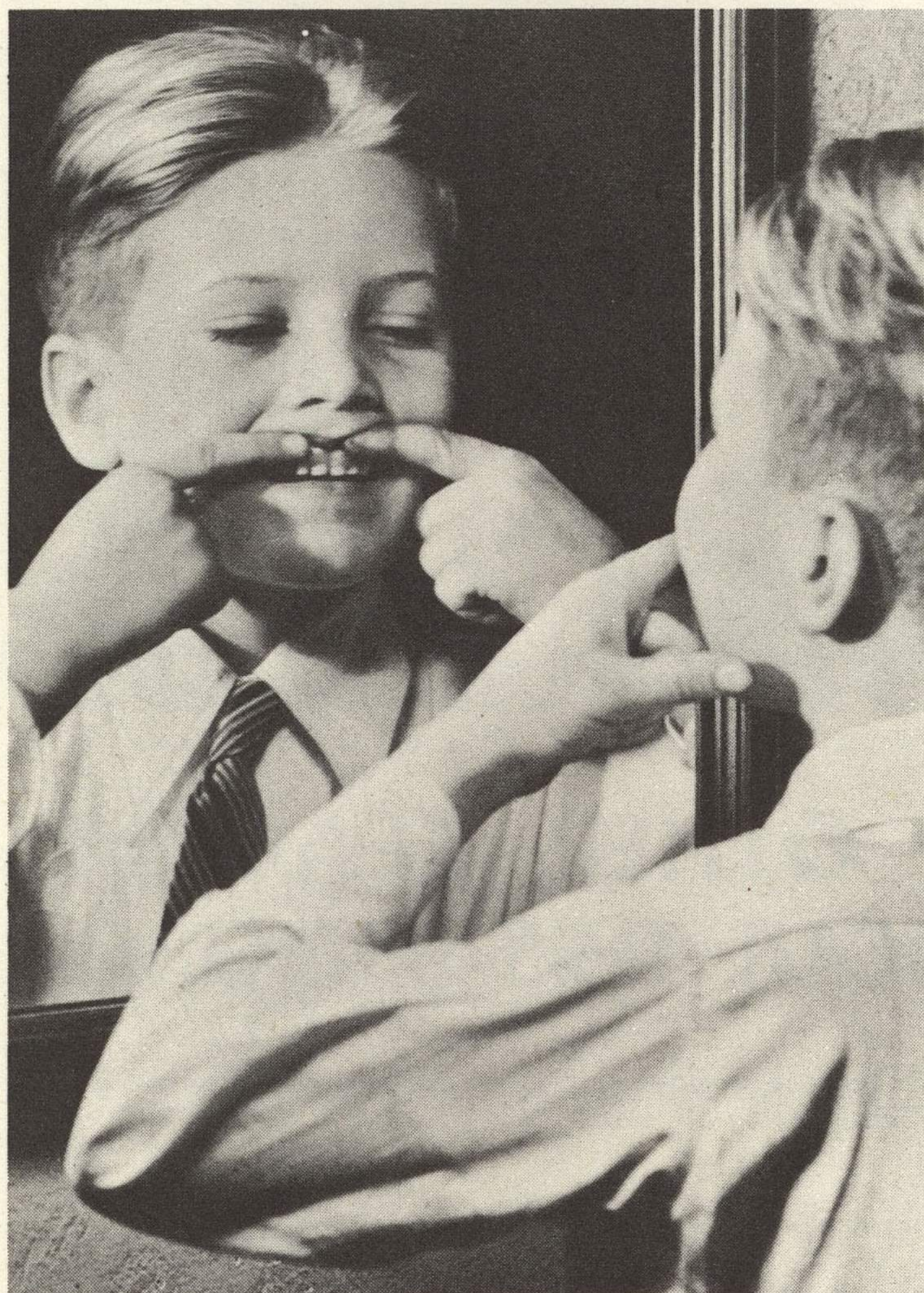
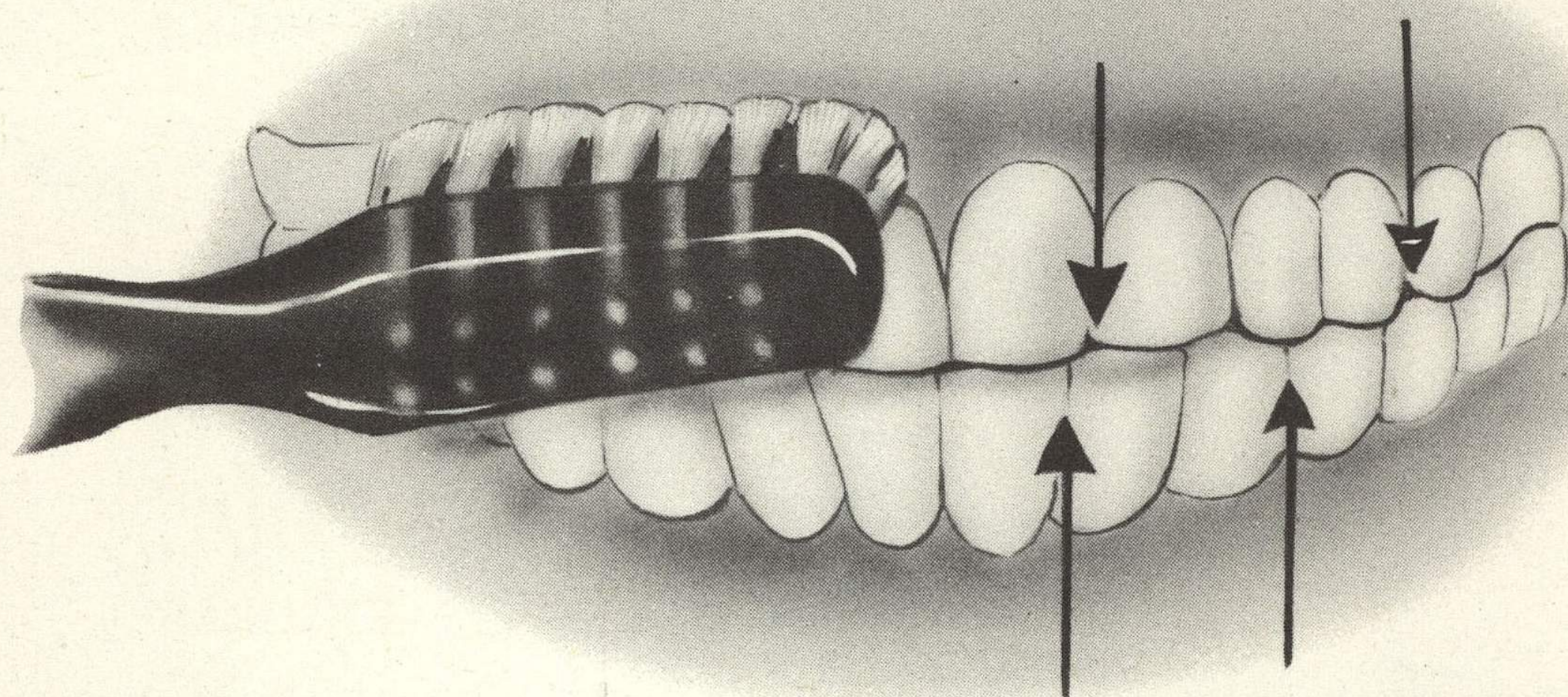


PROPER METHOD FOR TOOTH BRUSHING AND GUM MASSAGE



(Above) Before a mirror at home, children see how pressure whitens the gums for a moment before massage helps replace the sluggish blood with fresh.

(Below) Through the children you instruct in this splendid health habit of gum massage, parents, too, often learn of its benefits — of the importance of strong, firm gums to sound, healthy teeth — to a sparkling smile.



HOW TO USE THE TOOTH BRUSH

Starting at the back of the mouth, place the bristles lightly upon the gum. Sweep down on your upper gum and teeth. Sweep up on the lower gum and teeth. A simple rule to remember — brush in the same direction teeth grow. This method massages the gums, cleans between the teeth, and brushes the surfaces of the teeth. Brush also, very carefully, the inside surfaces of the teeth and gums and the biting surfaces of the teeth.



(Above) Today, thousands of boys and girls know how much a bright, sparkling smile depends upon regular tooth brushing and gum massage.

(Right) Modern dentists everywhere stress the importance of care of the gums as well as teeth. In early childhood twice yearly checkup by the dentist will help insure good dental health.

