

# STRAIGHT TALK on Teeth

A PUBLIC SERVICE OF THE AMERICAN ASSOCIATION OF ORTHODONTISTS

## STRETCHING YOUR DENTAL DOLLARS

In these days of double digit inflation, it's good news that there is a way for parents to get more for the dollars invested in their children's dental health.

Actually, the secret to stretching those dental dollars is no secret at all. It simply involves following the advice your dentist has been giving for years.

First, your child should have a first visit to the family dentist at age three. Usually all the primary teeth have come in by this time. They can be checked and cleaned without discomfort to the child. During this visit the child and parents can be given tooth brushing instructions and advice on the proper diet to maintain maximum dental health.

Second, parents should make sure the child follows the family dentist's instructions about thorough brushing and flossing. They also should be sure the child gets fluoride through drinking water or toothpaste, and encourage limitation of foods with high sugar content.

These important preventive measures will help minimize tooth decay and, of course, cost of dental treatment.

Third, parents should have the child's teeth and mouth

examined by an orthodontist at age seven. If your orthodontist detects a problem such as crooked, crowded or protruding teeth, he can determine the time in the child's growth when treatment will be most effective, take the least time and be most economical.

In some instances relatively minor orthodontic treatment on the teeth of a young child may result in savings of hundreds of dollars compared to the cost of treatment during teen or adult years when problems may have become greater. In other cases, early treatment may be performed to reduce severity of a problem as part of two-stage therapy. In such cases, better results rather than dollar savings is the goal.

Nobody can put a dollar value on healthy, functional teeth, but parents and children, in cooperation with the family dentist and orthodontist, can help control the need and cost for extensive dental treatment.

To learn more about the importance of an early orthodontic examination for your child, you are invited to write to The American Association of Orthodontists, 460 North Lindbergh Blvd., St. Louis, MO 63141 asking for the free booklet, "Age 3 - Age 7."

## THE VALUE OF WOMEN

In the past 10 years, insurance on the lives of women has increased 32 percent and now accounts for some 30 percent of all policies written.

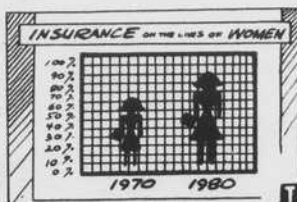
In dollars, the increase is more dramatic. The dollar value of insurance written on women has increased 90 percent in the last 10 years.

What has happened to women over the last decade to make their value so much more apparent? According to the Direct Marketing Insurance Council (DMIC), a national association of insurance companies that offer consumers insurance products by mail as well as support insurance agent sales through direct marketing, women are not marrying as early and are assuming more financial responsibilities.

When they marry, they are contributing heavily to the family income. Two-paycheck families now outnumber one-paycheck families.

Some women are finding themselves heads of households where they are the sole supporters of the family.

Therein lies the value that needs insuring. With their economic power, they are investing, opening savings accounts, holding credit cards and buying automo-



biles. And they are seeing to it that their lives are insured.

Yet DMIC notes they are underinsured, measured against the money they are contributing to the economy.

DMIC advises this new, productive woman to take stock of her value and cover herself with adequate life and health insurance that will provide dependable money, just as men have done.

Anyone who needs to catch up on knowledge of insurance, DMIC warns, should start investigating available insurance.

One convenient way is through the material sent by mail from insurance companies that market insurance directly. The packets contain basic information written for easy comprehension. With this information she can become aware of the insurance she needs and what it will cost.

The decisions that come from her insurance surveys can be made in her available time, a valuable commodity.

## New Deputy Attorney General

Attorney General Richard Bryan has appointed Timothy Hay to the position of Deputy Attorney General in the Tax Division.

Hay, 26, previously served as a Deputy Attorney General assigned to the State Transportation Department.

A graduate of the University of Nevada-Reno, he received his law degree from the University of San Diego and was admitted to the Nevada Bar in September of last year.

Hay, a native Nevadan, was born in Lovelock and raised in Reno where he attended Reno High School.

Prior to joining the Attorney General's Office last year, Hay was a Research Assistant with the Washoe County District Attorney's Office and served as a Legislative Intern during the 1975 session of the Nevada Legislature.

## DRAFT REGISTRATION

Young men 19 and 20 years of age must register for the draft this week. Men who were born in 1960 are subject to the draft registration law. Thereafter as a young man turns nineteen he must report to the nearest post office and fill out a form.

According to a government report, the only reason for the draft sign-up is to have a ready supply of names for duty in case of an unexpected attack.

Demonstrations against the draft have begun in several major cities, including Las Vegas. Many young men do not see the need for a peace-time draft sign-up.

Penalties for not signing up are rather stiff. We urge young men to sign up even if they do engage in a peaceful demonstration afterwards.

# WE'LL PAY YOU TO LEARN A JOB.

Why settle for just any job, when you might qualify to train for a valuable job in today's Army? And get pay and benefits while you learn.

You'll train on modern equipment, get on-the-job experience, and learn things that apply to civilian jobs.

The following jobs (for both men and women) are just a few ways to serve your country as you serve yourself. For more information, contact your Army representative (listed in the Yellow Pages under "U.S. Army Recruiting"), or call the toll-free number below:

- Administrative Assistant
- Aerial Sensor Specialist
- Air Traffic Controller
- Chemical Lab Assistant
- Communications Specialist
- Communications System Mechanic
- Communications System Operator
- Intelligence Analyst
- Intelligence Interceptor
- Hospital/Food Service Assistant
- Light/Heavy Vehicle Mechanic
- Linguist
- Medical Lab Technician
- Missile Mechanic
- Missile Repairer
- Multichannel Radio Operator
- Pershing Missile Crewmember
- Petroleum Lab Specialist
- Tactical Circuit Controller
- Teletype Operator
- Truck Driver
- Weather Observer

# THIS IS THE ARMY

## 800-421-4422

In California, call 800-252-0011; Alaska, Hawaii, and Puerto Rico, 800-423-2769