THE SANITARY VACUUM TOOTH BRUSH—SAN-VAC-TO—MADE OF RUBBER AND BAKELITE

**Rubber-Brush Corporation, Ltd.**

512 Rives-Strong Building
112 West Ninth Street
Los Angeles, California
*Telephone* TUcker 4590

November 10, 1930

Miss Ida Tarbell

New York City

Dear Miss Tarbell:

With the permission of Mrs. Clara Tarbell Tupper, and at the suggestion of her illustrious four year old son, who is a particular friend of the writer, we are sending you some samples of a rubber, sanitary tooth brush. While you may wonder, Miss Tarbell, at the receipt of such a commonplace article, nevertheless, I believe that after you have used one yourself, you will agree that sometimes the most good comes from the most simple things.

With your kind permission, the writer, after a year's use and careful investigation of the article, and in consultation with some of the best dentists and physicians and people of kindly thought to their fellow men, feels that this article can be a great boon to humanity, provided it has the right outlet and is out into the hands of the right people.

The reasons for this statement are that it is sanitary and can be boiled by the individual or sterilized by the dentists, its life is longer than that of the ordinary bristle toothbrush (three people found that they could use a brush for over a year) without a show of wear, it can and does what no other brush on the market in reality can do, namely, it massages the gums in such a manner that without question the health of the entire mouth is brought back and kept in normal, healthy condition.

Dentists and dental concerns, including the famous Amos and Andy outfit, all claim that the teeth are only as healthy as the gums, and that foe to humanity called pyorrhea, can be avoided and even cured, as claimed by the inventor of this particular brush,

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by the use of the article which does not irritate the gums as the ordinary bristle brush must do to be effective, but stimulates the activity of the whole mouth. In this connection it might not be amiss to add that it is indispensable to those unfortunate people who have had to sacrifice their own teeth, because its pleasant massaging qualities will effectively develop the gums.

Furthermore, it is claimed by scientific professional men that the amount of $60,000,000 spent yearly on tooth pastes (see enclosed copy of Reader's Digest article) could be eliminated if the old-time tooth powders, such as soda and salt, were used. These powders can be efficiently used only with the rubber vacuum tooth brush which holds powder in such a manner that the teeth can be scrubbed vigorously.

This letter is longer than expected, but if you feel, Miss Tarbell, after using one of these brushes, that these statements are true, perhaps, if not too great a favor, you could help us by distributing them to your friends or to the heads of prominent life insurance companies. We feel that by this means probably the most direct way of reaching the great mass of people at a nominal cost could be reached, and while the corporation is not in business for eleemosynary purposes, nevertheless, we can truthfully say that we think our success will come after we have shown a primal good to others, and strange as it may seem, this idea has come through your illustrious grand-nephew's meeting the writer.

Again, apologizing for the length of this letter, but extending the kindest remembrances from T. Tupper and Caroline, I remain,

Very respectfully yours,

Warren E. Snyder
President

RUBBER-BRUSH CORPORATION, LTD.

P. S. Mrs. Tupper does not want you to assume any obligation of any kind and only permitted this letter to be written with this understanding, stating that your time is more than taken up, and we feel that anything you could do conveniently would be a help to us.

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