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**THUMB RULE**  
**for**  
**DIET BALANCING**

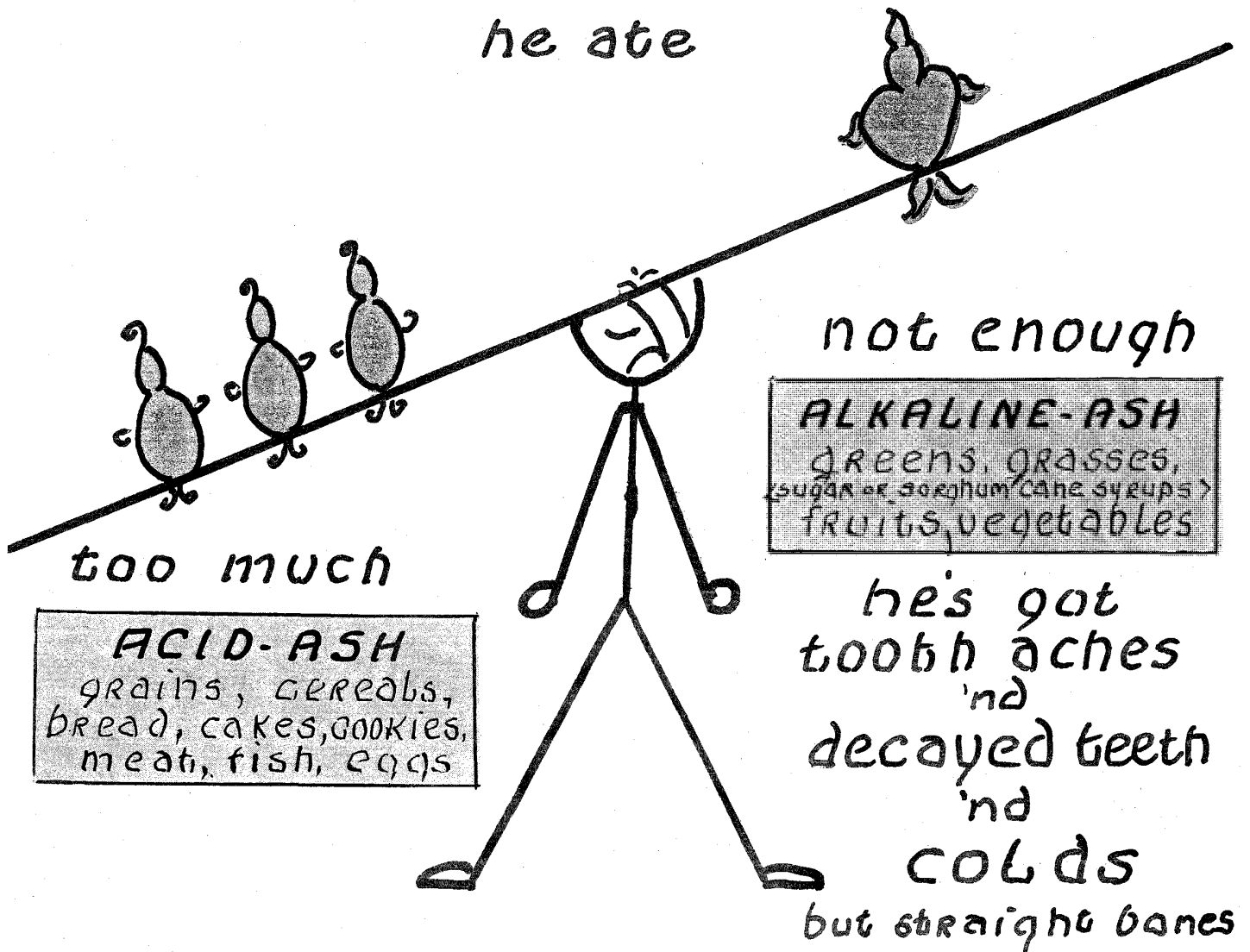


*The Martha R. Jones Foundation*  
*for*  
*Health Education, Inc.*

S P O Box 10, Wilmore, Kentucky 40390

# He didn't keep the Dr. Jones DIET BALANCE

he ate



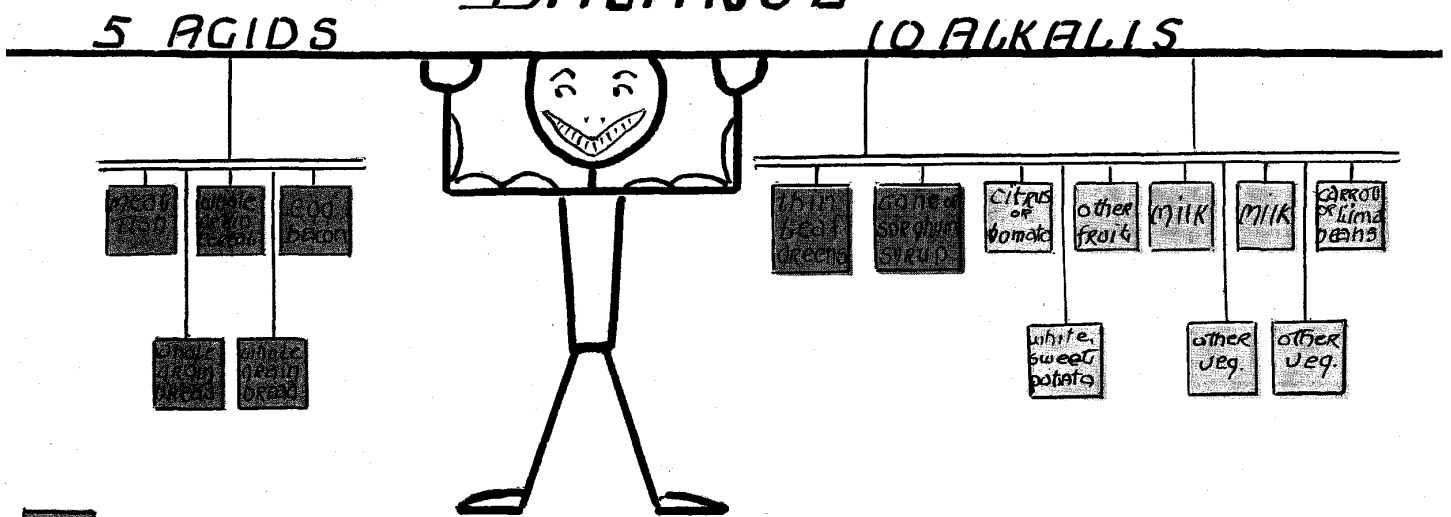
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# He did keep the Dr. Jones DIET BALANCE

For each serving of GRAIN and other ACID-ASH food  
 he ate 2 servings of THIN-LEAF GREENS and other  
ALKALINE-ASH varieties and got

## Strong body, straight bones, sound teeth

### one day's BALANCE



meat liver and other organs  
2-3 servings a week

egg 4-5 a week

□ each block is one serving

15 servings each day  
 more servings for older children  
 keep the same balance

Total Diet  
 Premium Quality  
 Poison free

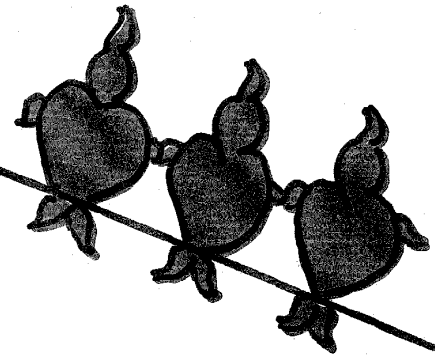
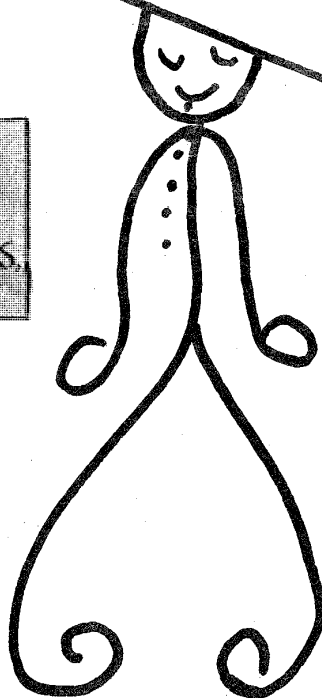
# He didn't keep the Dr. Jones DIET BALANCE

he ate



not enough

**ACID-ASH**  
grains, cereals,  
bread, cakes, cookies,  
meat, fish, eggs



too much

**ALKALINE-ASH**  
GREENS, GRASSES  
sugar or cornstarch, cane syrups,  
fruits, vegetables

he's got  
bowed legs  
and  
good-looking teeth  
but they fall out

Clytie Sweet, for  
The Martha R Jones Foundation  
for Health Education, Inc.  
S.P.O. Box 10, Wilmore, Ky 40390

## TODAY'S DILEMMA

Evidence abounds that diets consisting of premium quality foods chosen in accordance with the generally accepted "BASIC FOUR GUIDE TO GOOD EATING," may and may NOT promote optimal health and resistance to dental disease.

All foods in their natural forms contain minerals - acids and alkalis. If, after the food has been burned to an ash, acid elements are in excess, it is said to be potentially acid in reaction. If alkalis are in excess, the food is said to be potentially alkaline in reaction. If acids and alkalis equal each other-potentially neutral.

The human body might be said to be an acid-making factory. Beating of the heart, breathing, movement of muscles, etc. make acids which are being continually emptied into the blood stream whether one is asleep or awake. Emotions as fear, anger, excitement over a fire, riot or ball game, etc. and STRESS of any kind make acids, as do ultraviolet radiation, exercise and acid-ash diets. Because the body cannot tolerate even a minute amount of free acid, it must be neutralized instantly.

Though the animal body is equipped with elaborate buffering and "stand-by" mechanisms for maintaining its neutrality, its dependence for fixed alkalis is on food and water. Hence the necessity of choosing a diet that is relatively high in potential alkalinity - making sure that it contains enough fixed alkali to take care of one's ordinary needs, and to maintain a RESERVE in blood plasma sufficient for emergencies, as well - much as commercial banks maintain a reserve of dollars for their own protection.

The stick figures in the cartoon on the reverse side of this folder depict the types of physical-dental degeneration one suffers when he eats TOO MUCH acid-ash meats, grains and their manufactured products and eggs in proportion to alkaline-ash fruits, vegetables and grasses, and vice versa, and the robust health and sound teeth he enjoys when the two types of foods are BALANCED in the daily diet as Dr. Jones outlined.

The Thumb Rule For Diet Balancing was formulated by Martha R. Jones, Ph.D., organizer and director of the Ewa Plantation Health Project, Hawaii, 1929-'36. It was reported in a paper titled "Our Changing Concept of a "Adequate" diet in relation to Dental Disease," which was read at the Centennial Meeting of the New York Dental Society in December, 1934, and was published in the June, July and August, 1935, issues of the Dental Cosmos.

Later, the "Thumb Rule" was depicted in cartoon in a brochure on Dr. Jones' researches titled "Your Teeth Tell Tales," by Clytie Sweet of San Francisco. It is reproduced for teaching purposes.