



A Century of Excellence: The Schwartz Family Legacy

From New York Roots to Plantation Landmarks (1913–2026)

The story of **Advanced Dentistry of Plantation** is more than a local business history; it is a 110-year chronicle of a family's dedication to the art and science of dentistry. Defined by the motto "*4 Generations Treating All Generations*," the practice represents a continuous line of innovation that began in the early 20th century.

Generation 1: The Academic Pioneer (1913)

Dr. Jacob R. Schwartz (New York College of Dentistry, Class of 1913) The legacy began in New York City with Dr. Jacob R. Schwartz. A visionary prosthodontist, Dr. Jacob was not just a practitioner but a foundational figure in modern dentistry. He authored several definitive textbooks, including *Modern Cavity Preparation* (1929) and *Inlays and Abutments* (1952), which were used to train generations of dentists worldwide. His commitment to academic excellence and clinical precision set the standard that would define the family name for the next century.

Generation 2: The Mid-Century Bridge (1941)

Dr. Martin Schwartz (Case Western Reserve, Class of 1941) The second generation, led by Dr. Martin Schwartz, carried the family tradition through a period of immense global and

technological change. Graduating on the eve of World War II, Dr. Martin served his community in New York with the same dedication to patient-centered care and technical mastery established by his father. He represented the bridge between the foundational techniques of the early 1900s and the rapid dental advancements of the mid-century.

Generation 3: The Plantation Founder (1976)

Dr. Marc Schwartz The Schwartz legacy moved South in 1976 when Dr. Marc Schwartz founded **Advanced Dentistry of Plantation**. On June 12, 1976, he opened the doors to what would become a staple of the Plantation community. Moving from the competitive landscape of New York, Dr. Marc brought a "big city" standard of specialized care to a growing Florida suburb. For five decades, he has treated the children and grandchildren of his original patients, solidifying the practice as a true family landmark.

Generation 4: The Modern Innovator (The Present)

Dr. Eli Schwartz Today, the fourth generation is led by Dr. Eli Schwartz. Maintaining the core values of his great-grandfather, grandfather, and father, Dr. Eli has expanded the practice to include the latest in aesthetic and restorative technology.

So here we are today



practice by 63 years, providing an incredible "First Generation" origin story for your "4 Generations" branding.

2. Where to Find These Specific Photos

Since Dr. Jacob R. Schwartz was a published author and prominent educator, his likeness is actually better documented than many dentists of that era:

- **NYU College of Dentistry Archives:** You can reach out to the NYU Dental Library or their archivist. The 1913 yearbook for the New York College of Dentistry will contain his graduation portrait.
- **His Published Textbooks:** Dr. Jacob R. Schwartz authored several definitive texts. Look for copies of:
 - *Modern Cavity Preparation* (1929)
 - *The Acrylic Restorations* (1950)
 - *Inlays and Abutments* (1952)
 - *Cavit-O-Tome* (1955)
 - *Note:* These books often have an "About the Author" section with a professional portrait of him in his prime.
- **The National Library of Medicine (NLM):** Their Digital Collections often house portraits of influential medical authors from the early 20th century.
- **Dental Trade Journals:** Search for "The Dental Items of Interest" or "The Dental Cosmos" from the 1920s-1940s; he was a frequent contributor and often appeared in those publications.

3. Campaign Implementation Idea

In the "Smile Gallery" for the June 12th event, you should feature him as the "**Grand Patriarch.**" I suggest a caption like:

"The Legacy Begins: Dr. Jacob R. Schwartz, NYU Class of 1913. A pioneer who wrote the books on modern dentistry, laying the foundation for 110 years of family excellence."

This adds immense "Advanced Dentistry" credibility to the campaign, showing that your "advanced" techniques are backed by a century of family expertise.

Would you like me to update the "Smile Gallery" section of the marketing plan to include a specific "Ancestry & Innovation" display feature?

Botox and Juvederm alongside world-class cosmetic dentistry, he ensures that the "Advanced" in the practice name remains a promise for the next 50 years.

The 50th Anniversary Milestone

As of **June 12, 2026**, Advanced Dentistry of Plantation celebrates 50 years of service to the Florida community. This milestone is a celebration of the thousands of smiles created, the three generations of families treated, and the 110-year heritage that informs every procedure performed in our office today.

"A Half-Century of Health. A Lifetime of Confidence."