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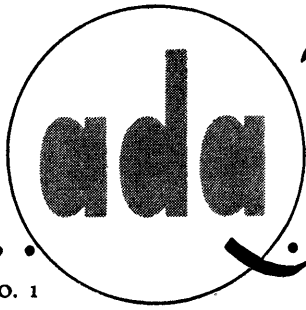


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Recommended Citation

American Dental Association, "ADA News Letter - 01/01/1948" (1948). *ADA News Letter*. 1.
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News Letter

VOL. 1 • NO. 1

JAN., 1948 • PUBLISHED BY THE AMERICAN DENTAL ASSOCIATION

A.D.A. ANNOUNCES NEW CODE FOR ADVERTISING AND EXHIBIT POLICIES

A CODE of advertising and exhibit policies, effective as of Jan. 1, is announced by the American Dental Association. The code includes for the first time the new policies authorized by the House of Delegates in 1947 in regard to dentifrice advertising.

Although designed primarily to cover official media of the American Dental Association, the code is being made available to provide guidance to dental publications and exhibit committees of state and local dental societies.

The code is divided into two sections. The first is a formal summary of the basic policies which have governed the eligibility of products and services for advertising in *The Journal* and other publications of the American Dental Association. The policies also apply to commercial exhibits at annual meetings of the A.D.A. The second section provides additional standards covering six specific categories of products—therapeutic agents, cleansing dentifrices, mouth washes, toothbrushes, foods, and dental materials.

As under previous regulations, a cardinal factor in determining eligibility of products for sales promotion is their relevancy to dentistry.

The section of the code dealing with cleansing dentifrices is a direct outgrowth of the action taken by the House of Delegates at Boston when the "seal of acceptance" was withdrawn from all dentifrices which have not been shown to be of therapeutic value. In formulating standards to cover these dentifrices, it was decided to summarize all existing advertising and exhibit policies of the Association.

The text of the full code follows:

Advertising-Exhibit Standards

"For the purpose of determining eligibility of products and services for sales promotion through official media of the American Dental Association, i.e., advertising and exhibits, the following set of standards has been adopted:

"1. Any product will be accepted for

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FOR INFORMATION ONLY

THIS is the first edition of the *A.D.A. Newsletter*. It will be issued at monthly intervals to provide current information to officers of state and local dental societies on Association activities.

With the exception of the articles printed on page 4, the material contained in the *Newsletter* is NOT for republication in local and district dental journals. The purpose of the *Newsletter* is to provide information to state and local officers. Some of this information is of a semi-confidential nature. Republication of such material will subvert the original purpose of the *Newsletter* and destroy its usefulness as a channel of communication between the A.D.A. and officials of the component and constituent societies.

The articles on the back page are of general interest and may be published in whole or in part by editors of state and local dental journals if they so desire.

The *Newsletter* is primarily intended to be a medium for the transmission of information to officers of state and local societies. It is not intended to replace any of the several existing information and reporting services of the Association.

Your cooperation will be appreciated.

GEORGE FOX RESIGNS

Mr. George H. Fox, secretary of the Committee on Legislation for the past five years, has resigned to accept a position with the National Confectioners Association in Chicago. Mr. Fox's resignation from the A.D.A. staff was effective Dec. 31.

SEEK REVISION OF VA DENTAL PROGRAM

THE Council on Dental Health of the American Dental Association has filed a formal request with the Veterans Administration for a series of conferences to re-examine the entire dental service program now in operation for war veterans.

Many features of the present program, Council officials point out, are not entirely satisfactory, practical or effective. Also, they said, it is apparent that corrections will not be made in the immediate future without further action by the Association.

One reason cited by Council representatives for the need of immediate action on the problem is that all three top VA officials who participated with A.D.A. representatives in formulating the original dental service program are no longer in office. The position of chief of the dental division, formerly held by the late Dr. Milburn M. Fowler, is now vacant. Gen. Omar Bradley, former VA administrator, has become chief of staff of the U. S. Army, and Gen. Paul R. Hawley, former medical chief, has resigned.

The Council recently requested opinions from the presidents and secretaries of state dental societies for (1) information on how effective the VA dental program is operating in their states, and (2) suggestions and recommendations for changes in regulations to make the program more effective. Reports from the individual states will provide a basis for covering many of the local problems in the new discussions with the VA which are expected to be held shortly after the first of the year.

The most common objection to the present VA dental program is the unusually long period of time required for authorization to provide needed dental service to veterans and the long delays of the VA offices in making payment to the practitioners who have completed authorized treatments.

ADVERTISING CODE

(Continued from page 1)

advertising or exhibit provided
that—

- “(a) it is relevant to dentistry;
- “(b) it does not contain any substance that is demonstrably harmful or which can be shown to be potentially harmful by substantial scientific evidence;
- “(c) there are no claims presented which have been the subject of unfavorable decision, or which are presently the subject of formal complaint by the Federal Trade Commission;
- “(d) any claims made in lay and professional publications and exhibits are consistent with those presented in media of the American Dental Association.
- “(e) the advertising and sales promotion conforms to those policies of the Association which relate to the maintenance of professional standards and the employment of equitable methods of sales promotion.

“In addition to the foregoing general stipulations, the following specific requirements are established to cover the several categories of products offered to the dental profession. They are:

- “1. *Therapeutic Agents*—Except as otherwise provided, products coming within the scope of the Council on Dental Therapeutics of the American Dental Association must be acceptable to the Council.
- “2. *Cleansing Dentifrices*—(Definition: a cleansing dentifrice is defined as one which aids in cleaning the teeth and for which no therapeutic claims are made.) There must be no change in the known qualitative formula unless previous notice is given.
- “3. *Mouth Washes*—Mouth Washes will not be advertised because evi-

dence that they are essential to oral hygiene is inadequate.

“4. *Toothbrushes*—The claims and products made must be satisfactory to the Editor and the Business Manager of the American Dental Association.

“5. *Foods*

“(a) A food must be acceptable to the Council on Foods and Nutrition of the American Medical Association and both the food and the advertising claims must be acceptable to the Editor and the Business Manager of the American Dental Association, or

“(b) The advertising claims must be acceptable by the Council on Foods and Nutrition of the American Medical Association and to the Editor and the Business Manager of the American Dental Association, or

“(c) When a food is not considered for acceptance by any agency of the American Dental Association or American Medical Association the claims made must be acceptable to the Editor and the Business Manager of the American Dental Association.

“6. *Dental Materials*—Dental Materials must not have been adjudged worthless or dangerous by official reports of the Research Commission of the American Dental Association.”

A.D.A. PRESIDENT

COMMENTS ON

“BOOTLEG DENTISTRY”

IN answer to an article entitled, “Bootleg Dentistry,” which is published in the January (1948) issue of *Woman's Home Companion*, Dr. Harvey B. Washburn, president of the American Dental Association, has issued the following statement:

“The problem of ‘bootleg dentistry’ is not one which involves any more than the usual fringes of a profession and its auxiliary trades. The great body of dentists in this country is vigorously opposed to ‘bootleg dentistry.’ Dentists are competent to perform needed laboratory services for themselves. They are competent to judge the quality of dental appliances which are processed for them by the laboratory in order that dentists can devote a greater portion of their time in direct service to the public.

“Only dentists are qualified by law, experience and training to perform dental operations. The dental profession is opposed to any plan of any dental technician or laboratory to serve the public directly.

“The dentists of the country, through the American Dental Association and its

affiliated societies, have long devoted considerable time and attention to this problem. In every state, laws which have been secured through the efforts of the dental profession protect the public from exploitation by illegal dental laboratories. Dental societies can not enforce laws and the present problem of ‘bootleg dentistry’ must be traced directly to that fact. The enforcement of dental practice laws by state agencies is, perhaps, one of the most neglected areas of law enforcement in the important field of public health.

The American Dental Association has engaged in an intensive study of this problem for several years. It has reached the conclusion that further legislation is not desirable until existing laws have had the benefit of full enforcement.”

The magazine article was prepared in New York without consultation with the American Dental Association.

Shortly before the magazine was prepared to go to press, a copy of the article was sent to Dr. Harold Hillenbrand, general secretary of the American Dental Association, with the recommendation that he write an endorsement which would be published simultaneously with the article. Dr. Hillenbrand refused to endorse the article in its original form. A number of obvious errors and erroneous assumptions in the article were pointed out to both the author and to the editors of *Woman's Home Companion*. The article, however, was printed virtually unchanged.

An editorial on the article as published by *Woman's Home Companion* will be printed in the February 1 issue of *The Journal of the American Dental Association*.

NEW STAFF MEMBERS

DR. L. M. CRUTTENDEN, former secretary of the Minnesota State Dental Association, assumed his duties as assistant general secretary of the Association on Dec. 1.

Dr. J. M. Wisan, former director of the division of dental health, New Jersey state department of health, will assume charge of the new division of dental health education of the American Dental Association on Jan. 1.

CHAIRMAN FOR 1948 MEETING

DR. LEO W. KREMER, of Chicago, has been named general chairman of local arrangements for the 89th annual meeting of the American Dental Association to be held in Chicago, Sept. 13 to 17, 1948.

REDUCE HEALTH FUNDS FOR FEDERAL WORKERS

PLANS of the U. S. Public Health Service to include dental examinations and emergency dental treatment in the health program for government employees authorized under public law 658 have been temporarily halted by an administrative ruling of the U. S. Bureau of the Budget.

Original estimate of the Public Health Service was that the cost of a medical and dental program would be \$15 per capita. Early in December, the budget bureau ruled that the total costs of such service be limited to \$8 per capita, thus eliminating the dental portion of the program.

Although the enabling law was passed by Congress in August, 1946, only pilot programs at Washington, D. C., and Denver, Colo., have been attempted.

The law provides that government agencies may, provided Congress appropriates the necessary funds, provide routine health examinations and emergency treatment service for government employees similar to that provided by private industry for its employees. The service will be limited to pre-employment examination, preventive measures, health education and treatment of accident and emergency cases. The service may be provided by contract with the U. S. Public Health Service, by employment of staff dentists, physicians and nurses, or on a fee basis with private practitioners.

Definite plans for the program are incomplete due to the lack of an appropriation by Congress. Staff members of the Public Health Service have conferred informally with representatives of the A.D.A. and officers of some local dental societies in an effort to determine the most effective type of a dental program to be recommended to government agencies. No final agreements on the dental program have as yet been formulated.

PREPARE PLANS TO SHIFT FISCAL YEAR

WORKSHEETS and instructions have been distributed to all committees and departments of the Association for the preparation of budget requests for the period from July 1 to Dec. 31, 1948. Budget requests for this six-month period must be returned to the Central Office by Jan. 10, 1948,

so that a compilation may be prepared for consideration by the Board of Trustees at its annual meeting in Chicago on Feb. 5 to 8.

This special six-months budget is being prepared in accordance with a pending recommendation to the House of Delegates to change the fiscal year of the Association, now extending from July 1 to June 30, so that it will coincide with the calendar year.

The General Secretary has requested that budget requests be reduced at least 25 per cent below the actual allowances for the corresponding period of 1947. This reduction has been sought to hold appropriations within the Association's anticipated income for that period.

In previous years, difficulties have arisen in that the new fiscal year often was three or four months along before the House of Delegates met to fix the budget for that particular year. Normally, committees and departments continued to function on the same proportionate budgets that they had during the previous fiscal year. Thus, when reductions in appropriations were made by the House of Delegates, only inadequate or no funds were left for operations during the remaining months of the fiscal year.

Establishment of the fiscal year to coincide with the calendar year will permit committees and departments to have actual appropriation figures before the fiscal year begins, thus permitting accurate planning for the entire year.

If this recommendation is approved by the House of Delegates at its Chicago meeting next September, this will mean that the House will act on the adoption of an interim budget to cover the final six months of 1948, plus a new budget for the entire year of 1949.

SEAL SALES INCREASE

RETURNS in the 1947 sale of A.D.A. Christmas Seals are running slightly ahead of last year. As of Dec. 30, a total of 14,285 individual returns had been received at the Central Office. Owing to the large number of replies, net proceeds from these early returns will not be known for several days. Last year, total sales of Christmas Seals, which are used exclusively for the A.D.A. Relief Fund, amounted to \$49,208.15, or an average of 82 cents from each member of the Association.

PLAN DISCUSSION OF DENTAL SPECIALTIES

ROUND table discussion of the dental specialties will feature the afternoon session of the Fourth Congress on Dental Education and Licensure which will be held in connection with the Midwinter Meeting of the Chicago Dental Society in the South Ballroom of the Stevens Hotel, Chicago, on Saturday, Feb. 7.

The Congress is sponsored by the Council on Dental Education of the American Dental Association.

Dr. John C. Brauer, of Seattle, president of the Advisory Board for Dental Specialties, will be moderator at the round table discussion. Representatives of the specialty boards in oral surgery, orthodontics, pedodontics, periodontology and prosthodontia will participate.

The morning session of the Congress will be devoted to discussion of problems of teaching and examination. Speakers will include Dr. Wilbert Jackson, of Clinton, N. C., chairman of the Council; Dr. Walter H. Wright, of New York, dean of the College of Dentistry of New York University; and Dr. W. A. Wilson, of Trenton, N. J., secretary of the Board of Registration and Examination in Dentistry of the State of New Jersey.

All visitors to the Midwinter meeting are invited to attend both morning and afternoon sessions.

OPEN NEW FLOOR AT CENTRAL OFFICE

REMODELLING of the second floor of the Central Office building of the American Dental Association at 222 East Superior Street, Chicago, is expected to be completed by mid-January.

This floor, which has not been used since the Association first occupied the building in 1943, will house offices of the editorial department, the Council on Dental Education, and the accounting department.

When finished, this single floor of the five-story A.D.A. building, will provide office facilities for approximately 50 workers, more than twice the number that can be accommodated presently on each of the other four floors. This greater utilization of space was achieved by creating more compact office suites and reducing the amount of hall space.

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CONGRESS TO ACT ON RESEARCH BILL

THE dental research bill (S.176) which the American Dental Association has petitioned Congress to pass for seven years is scheduled for hearing before the House Committee on Interstate and Foreign Commerce shortly after the opening of the regular Congressional session in January.

It is expected that Rep. Charles A. Walverton (R. - N. J.), chairman of the committee, will request open hearings on the bill before issuing a report to the House of Representatives.

The bill was passed by the Senate last July just before Congress recessed for the summer. The present bill is similar to bills passed by the Senate during two previous sessions of Congress but which failed to be considered by the House of Representatives.

As with earlier bills, S.176 had bipartisan support in the Senate. It was introduced by Senators Taft of Ohio,

The How of Topical Application of Sodium Fluoride

A mimeographed sheet of instructions on how to make topical application of a two per cent solution of sodium fluoride to the teeth of child patients and a booklet on fluoride therapy can be obtained without charge on request to the Council on Dental Health of the American Dental Association.

Aiken of Vermont, and Morse of Oregon, Republicans, and Senators Murray of Montana and Pepper of Florida, Democrats.

Two companion bills have been introduced in the House of Representatives. One, H.R.4200, was introduced by Rep. Walter E. Brehm (R.-Ohio), a dentist and a member of the American Dental Association. The other, H.R.574, was introduced by Rep. Oren Harris, (D.-Ark.).

When enacted, S.176 will provide \$2,000,000 in federal funds for the construction of a building and the purchase of equipment for a dental research laboratory and \$730,000 annually for operation of a research program. The bill will establish a National Institute of Dental Research as a permanent division of the National Institute of Health. The bill also provides for the creation of a National Advisory Dental Research Council consisting of six appointed members.

TO DENTAL EDITORS:

ARTICLES on this page of the *A.D.A. Newsletter* may be used for publication in state and district society journals. Material on the preceding pages is **NOT** intended for publication but is made available to you as background information. Please note statement "For Information Only" on page one.

NEW PUBLICATIONS

A NEW catalogue of dental health education material of the American Dental Association will be issued in January. Also scheduled for January publication is a new pamphlet entitled "When, What to Use, How to Brush the Teeth."

Recently published pamphlets now available include:

"Dental Health Program for Elementary and Secondary School."

"Dental Health Goals."

"The Control of Dental Caries."

"Fluorine and Dental Caries Control."

Sample copies of the above may be obtained without charge upon request.

The second revised edition of *Teeth, Health, and Appearance*, is now available at \$3.50 a copy. The new edition contains more than 100 illustrations, more than half in color, and is particularly suited for use in waiting rooms, for teaching purposes in elementary schools, and for public libraries. Copies may be secured on order to the American Dental Association.

Through arrangements with the University of Chicago Press, copies of *Dental Education Today* by Harlan H. Horner, secretary of the Council on Dental Education, may be secured through the Library Bureau of the Association. *Dental Education Today* is the most authoritative and up-to-date work on the history and trends in dental education in America. It contains much information for easy reference for students of dentistry, teachers, practicing dentists and laymen who are vitally concerned with the state of dental progress. Copies are available at \$6 each.

ESSAY CONTEST DISCONTINUED

THE junior membership essay contest will not be conducted during 1948, it is announced by the Committee on Membership.

A.D.A. MEMBERSHIP AT RECORD HIGH

MEMBERSHIP in the American Dental Association has reached an all time high of 68,775 as of Nov. 30, it is announced by Dr. Paul W. Zillman, of Buffalo, N. Y., chairman of the membership committee.

Final returns for the year may boost membership in all classes past the 70,000 mark by the year's end, more than double that of 25 years ago, Dr. Zillman said.

Present membership is more than 6,000 higher than the total for the same period of 1946.

Current totals show 65,935 regular members, 1,955 undergraduate members and 885 life members. Included among the regular membership classification are 13 foreign memberships (American dentists residing abroad) and 300 Pan-American memberships among dentists of Canada, Mexico and other nations of the western hemisphere.

Of the nation's estimated dental population of 75,000, more than 80 per cent or four out of each five are members of the American Dental Association and its constituent and component societies. This is believed to be the highest percentage of membership of any professional group in the world.

MEETINGS

The Board of Trustees of the American Dental Association will hold its annual meeting at the A.D.A. headquarters, Chicago, on Feb. 5 to 8, 1948.

The Committee on Constitution and Administrative Bylaws will meet at the A.D.A. headquarters, Chicago, on Feb. 5.

The Committee on Military Affairs will hold an open hearing at the Stevens Hotel, Chicago, Saturday, Feb. 7. Present and former dental officers and others who may be interested are invited to attend, it is announced by Dr. Robert Curren, of Springfield, Ill., chairman.

F.D.I. MEMBERSHIP CARDS

CARDS denoting membership in the Federation Dentaire Internationale will be issued shortly after the first of the year to the one thousand dentists who joined the F.D.I. prior to the Boston meeting.