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The logo features the letters 'ada' in a bold, lowercase, sans-serif font, enclosed within a circle. To the right of the circle, the words 'News Letter' are written in a large, elegant, cursive script. A horizontal dotted line runs across the page below the logo and above the volume information.

ada News Letter

Vol. 4, No. 15 - July 16, 1951

PUBLIC HEALTH OFFICIALS AGREE ON MAJOR STATUS FOR DENTISTRY IN A.D.A. MOVE TO HALT ADMINISTRATIVE DOWN-GRADING OF DENTISTRY IN STATE HEALTH UNITS

Reversal of a trend toward down-grading of dental units in reorganization of state health departments was indicated here last Friday (July 13) at a special conference between public health officials and the A.D.A. Council on Dental Health. The conference was arranged by Dr. Allen O. Gruebbel, secretary of the Council, and Dr. W. Philip Phair, assistant secretary, as a result of growing A.D.A. concern over the neglect of dental health problems in reorganization plans adopted in several states. Following a full-scale review of the problem, members of a special survey group who have been advising state health directors on organization matters agreed to give greater consideration to the place of the dental division in state health departments. Dr. Roscoe P. Kandle, of New York, field director of the American Public Health Association and a member of the survey group, announced at the close of the conference that he had been convinced that there was need to change "some of our practices." He said that in the future he would urge that representatives of the dental profession be named to advisory committees concerned with reorganization plans. He also recommended that in all cases the state dental director should be given direct access to the state health officers on matters of policy and that state dental units should be established on a parity with other health units. Dr. Kandle also stated that he believed that dental directors should have salary parity with other health directors, that the dental director should be included in departmental policy meetings and that dentists should have access to top echelon jobs in the health departments. In addition to Dr. Kandle, the conferees included Dr. Edward G. McGavran, of Chapel Hill, dean of the School of Public Health, University of North Carolina; Mr. Paul E. Fox, of Washington, D. C., public health advisor of the U.S. Public Health Service; Mr. Harry L. Wylie, of Chicago, management consultant and professor of management, School of Commerce, Northwestern University; Dr. John D. Porterfield, of Columbus, director of the Ohio State Health Department and secretary-treasurer of the Association of State and Territorial Health Officers; Dr. F. A. Bull, of Madison, director of dental health, Wisconsin State Board of Health; Dr. John W. Knuston, of Washington, D.C., chief of the division of dental public health, U.S. Public Health Service, and members of the Council. Dr. Harold Hillenbrand, A.D.A. secretary, served as the conference chairman.

EQUAL STATUS URGED FOR ALL HEALTH PROFESSIONS

Dr. McGavran, a physician, pointed out that health professions should have equal status in the operation of state health departments. "The full concept of public health revolves around the team concept," he said. "The public health of a community is a complex new science superimposed upon the old idea of treating specific diseases in an individual. We need a new organization which does not produce the authoritarian dominance of any one profession." In a summary, Dr. Hillenbrand said that the A.D.A. would continue to insist that the state dental societies be consulted in any proposed reorganization of the state dental unit in the various health departments. He expressed the hope that a solution to the problem could be achieved through consultation and mediation. "However," he continued, "if consultation with the dental profession is refused or mediation is balked at the state level, the Association will not be reluctant to recommend legislation." Last fall the A.D.A. House of Delegates went on record urging that "the administration of the dental program should be in the hands of a qualified dental officer who is directly responsible to the state health officer."

FIRST PHYSICIAN-DRAFTEES TO BE INDUCTED JULY 23; DENTISTS NOT CALLED

The first group of physicians to be summoned into the Armed Forces under the physician-dentist draft law will be drafted as privates on July 31 if they do not present evidence to their local Selective Service boards that they have volunteered for commissions, Selective Service spokesmen said today. The Defense Department has asked for 717 physicians to be called into active service in July, 333 in August and 152 in September. Selective Service spokesmen told the A.D.A. that there was no immediate prospect for calling dentists under the draft law since the number of volunteers has been sufficient to meet current requirements. The physicians who have been selected in the first draft call and who do not volunteer for commissions will permanently waive their right to the \$100-a-month bonus given to both dentists and physicians who volunteer, Selective Service said. They will receive commissions after they are assigned to service. The first draft call is made up entirely of Priority I men -- those who were trained at government expense or deferred during World War II to complete their educations and who have served less than 90 days of active duty. They were selected on the basis of age, acceptability and availability. None is more than 28 years old. Earlier, the Defense Department announced that a total of 2,797 dentists and 4,960 physicians had volunteered for active duty or accepted commissions and indicated their willingness to be called up. The Defense Department report covered the period between last Oct. 16 and June 30.

A.D.A. COUNCIL MEETS WITH CHIEFS OF FEDERAL DENTAL SERVICES

Chief of the Armed Forces dental divisions and representatives of the Veterans Administration and U. S. Public Health Service are meeting this week with the A.D.A. Council on Federal Dental Services in the Hotel Statler at Washington, D. C. Purpose of the meeting is to discuss the problems and activities of dental personnel in the federal service. Also attending the conference are Dr. James P. Hollers, of San Antonio, Tex., dentist member of the Armed Forces Medical Policy Council, and Dr. Paul C. Barton, of Worcester, Mass., executive secretary of the Health Resources Advisory Committee, who will review the health manpower problem and the coordination of the various Armed Forces dental activities. Dr. R. H. Friedrich, of Plainfield, N. J., is chairman of the Council.

DR. RUSSELL BUNTING NAMED CIVIL DEFENSE DENTAL CONSULTANT

Appointment of Dr. Russell W. Bunting, of Ann Arbor, Mich., as dental consultant to the Federal Civil Defense Administration has been announced by Defense Administrator Millard T. Caldwell. In his new post, Dr. Bunting will advise concerning organization and direct utilization of dental personnel for casualty services. Early this year, the Civil Defense Administration recommended that members of the dental profession be assigned to first-aid stations in "critical target areas." (See A.D.A. News Letter, Jan. 3, 1951). Under the civil defense program, Congress recently allocated \$20 million on a state-matching basis for establishment of disaster aid stations. The new civil defense dental consultant was dean of the University of Michigan School of Dentistry from 1937 to 1950 and had served on its faculty from 1904. Dr. Bunting has asked A.D.A. representatives and other defense officials to meet with him on Wednesday (July 18) in Washington, D.C., to confer on drawing up a tentative program. A.D.A. representatives at the meeting will be Dr. R. H. Friedrich, of Plainfield, N. J., chairman of the Council on Federal Dental Services; Dr. C. Willard Camalier, of Washington, D.C., assistant secretary; Mr. Herbert B. Bain, of Chicago, director of the Bureau of Public Information; Mr. Francis J. Garvey, of Chicago, secretary of the Council on Legislation, and Dr. Gerard J. Casey, of Chicago, assistant secretary of the Council on Dental Education.

COUNCIL VOTES FULL APPROVAL TO CREIGHTON, ALABAMA DENTAL SCHOOLS

Full approval of the four-year program at the School of Dentistry, Creighton University, at Omaha, Neb., and of the three-year program at the School of Dentistry, University of Alabama, Birmingham, was announced this week by Dr. Henry M. Willits, of Dubuque, Ia., chairman of the A.D.A. Council on Dental Education. At a two-day meeting of the Council July

7-8 at the Central Office, the members also voted to approve the dental laboratory technicians curriculum in the extension program of the University of California at Los Angeles as the first program to be approved under the Council's counseling and accreditation program for dental laboratory technicians. Chairman of the Council's Committee on Training of Dental Laboratory Technicians is Dr. R. W. McNulty, of Los Angeles. Action on the two dental schools brings to 36 the number of schools that have now been fully approved, Dr. Shailer Peterson, secretary of the Council, reported. Five other dental schools are provisionally approved and one, the University of North Carolina at Chapel Hill, has not been in operation long enough to have been inspected by the Council. In another action, the Council approved plans and methods for proceeding with its counseling and accreditation program for dental hygiene schools. Dr. Otto W. Brandhorst, of St. Louis, is chairman of the Committee on Training of Dental Hygienists. The Council also heard a preliminary report of the Committee on Training of Dental Assistants, headed by Dr. Wilbur Jackson, of Clinton, N. C. In another action, the Council approved four more dental internship programs and a residency program at four hospitals to make a total of 69 internships and 27 residency programs that has met with Council approval.

DENTIFRICE MAKERS SPEND MORE THAN \$6 MILLION ON NEWSPAPER ADS

More than \$6 million was spent by dentifrice manufacturers on national advertising in U. S. Sunday and daily newspapers in 1950, Advertising Age revealed recently. Colgate Dental Cream led the list with \$1,817,537 worth of newspaper advertising purchased by Colgate-Palmolive Peet Co., according to the figures compiled for the trade magazine by the Bureau of Advertising, American Newspaper Publishers Association. The report covered national advertisers in all fields who spent at least \$25,000 on newspaper ads. Runner-up to Colgate, the report indicated, was Pepsodent Tooth Paste with \$581,086 expended by Lever Brothers and a close third was the Block Drug Co.'s Amm-I-Dent Tooth Paste with \$533,823. Other dentifrices on which more than \$100,000 was spent in advertising were Colgate Ammoniated Tooth Powder (Colgate-Palmolive Peet Co.), \$351,040; Ipana Tooth Paste (Bristol-Myers Co.), \$230,710; Peb-Ammo Ammoniated Tooth Paste (Lehn and Fink Products Corp.), \$214,806, and Squibb Dental Cream (E. R. Squibb and Sons), \$151,482. A breakdown of denture accessory products indicated three in the above-\$100,000 class in advertising expenditures. Fasteeth, made by Clark-Cleveland, Inc., came first with \$305,051 spent on national newspaper advertising. It was followed by Polident, \$127,147, and Poli-Grip, \$110,194, both made by the Block Drug Co.

QUESTIONNAIRE ON DENTAL LABORATORY RELATIONS SENT TO STATE SOCIETIES

A questionnaire on dentist-dental laboratory relations has been mailed to all state chairmen of prosthetic dental service committees by the A.D.A. Council on Dental Trade and Laboratory Relations. Purpose of the questionnaire is to determine how widely the revised accreditation plan is being used by state societies, according to Dr. Frederick W. Herbine, of Reading, Pa., chairman of the Council. Suggestions for modifying the plan and information on other laboratory problems are also being sought, Dr. Herbine said. The revised plan, placing accreditation at state level, was approved by the House of Delegates at Atlantic City.

174 NEW JERSEY DENTISTS STUDY ORAL CANCER DETECTION

Five-day courses in detection of oral cancer were recently completed by 56 practicing New Jersey dentists. A total of 174 dentists in the state the past two years have taken the courses sponsored jointly by the New Jersey State Department of Health and the New Jersey State Dental Society. The latest courses were held at New York University College of Dentistry, the University of Pennsylvania School of Dentistry and Columbia University's School of Dental and Oral Surgery, in conjunction with various local hospitals. In Washington, D.C., the National Advisory Cancer Council has recommended awards of federal cancer teaching grants for the 1951-52 academic year. Forty of the nation's dental schools are included in the awards.

STATE DENTAL DIRECTORS, COUNCIL CHAIRMEN TO CONFER ON FLUORIDATION

Plans for an all-day conference on fluoridation were drawn up at a meeting of the A.D.A. Council on Dental Health last week in the Central Office. Taking part in the conference, to be held Oct. 13 at Washington, D. C., will be state dental directors and chairmen of councils of dental health of state societies. They will discuss technical problems and issues involved in the acceptance of the fluoridation procedure. At the meeting last week, the Council, headed by Dr. David Brock, of St. Louis, also adopted a recommendation that dental operations be included in Blue Shield plans. The recommendation will be submitted to the House of Delegates. A standardized procedure for reporting methods of dental examinations in public health and school programs, similar to that recently adopted by the Armed Forces, was proposed in another resolution approved by the Council for House of Delegates action. The Council also recommended a statement of policy on the use of the A.D.A. name in health material issued by outside organizations. At the same time, the Council voted to distribute portfolios of literature on caries control to individuals and organizations concerned with the problem.

A.D.A. MEMBERSHIP REACHES TOTAL OF 73,224

Total membership in the American Dental Association reached 73,224 on June 30. The number of fully privileged members was 63,905, a drop of 1,689 over the corresponding date last year. Student membership continued to gain, reaching 9,083 at the end of June, 615 higher than the same date last year. In the past month, total membership increased 1,339, and the number of fully-privileged members increased 1,247. Other classifications at the end of June were: affiliate, 225; associate, 5; honorary, 6.

CANADIAN DENTAL ASSOCIATION TO MEET SEPT. 23-26 AT OTTAWA

Dr. LeRoy M. Ennis, of Philadelphia, A.D.A. president-elect, will represent the Association at the annual meeting of the Canadian Dental Association to be held Sept. 23-26 at Ottawa. Dr. Ennis will also appear as one of the six essayists at the four-day meeting. His subject will be diagnosis and x-ray interpretation. Canadian Prime Minister Louis St. Laurent will be the speaker at a luncheon Sept. 24. Prior to the annual meeting, the Board of Governors will convene Sept. 19 at the Chateau Laurier Hotel. Applications for reservations may be obtained from Dr. H. N. Beach, 150 Metcalfe St., Ottawa. The president of the Canadian Association is Dr. R. P. Lowery, of Toronto.

BRIEFS IN THE NEWS

As the result of action by the New Hampshire Dental Society, Bishop Matthew F. Brady, of Manchester, has requested that the sale of candy be banned in all of the state's parochial schools. The state's educational department is also backing a no-candy, no-soft drink policy in the public schools....The U.S. Air Force Dental Service has arranged for 180 enlisted men to be trained as dental laboratory technicians in 36-week courses at the School of Dental Laboratory Technology, New York State Institute of Applied Arts and Sciences, Brooklyn....In California, a scheme to permit chiropractors to practice dentistry and medicine by amending a definition of chiropractice in a state senate bill has been defeated....New editor of the ten-year old Fortnightly Review of the Chicago Dental Society is Dr. Marvin E. Chapin. He succeeds Dr. James Keith, now president-elect of the society. Other former editors are Dr. Harold Hillenbrand, A.D.A. secretary, and Dr. Robert Kesel, of the College of Dentistry, University of Illinois....The special committee to survey the Association's research program will meet in the Central Office Aug. 4. Dr. Obed Moen, of Watertown, Wis., is chairman....The W. K. Kellogg Foundation has made a grant of \$250,000 for the promotion of educational broadcasting under the sponsorship of the National Association of Educational Broadcasters....Another bill has been introduced in Congress to allow medical and dental expenses as deduction from gross income for income tax purposes. The measure (H.R. 4405) was presented by Rep. Clemente (D., N. Y.).