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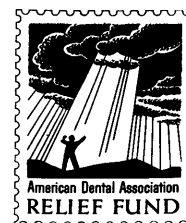
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News Letter

Vol. 5, No. 26, - Dec. 1, 1952

AMERICAN ASSOCIATION OF ORTHODONTISTS REACHES CONSENT SETTLEMENT WITH FEDERAL TRADE COMMISSION, ENDING COMPLAINT AGAINST ORGANIZATION

A complaint by the Federal Trade Commission against the American Association of Orthodontists was settled last Monday (Nov. 24) when the association agreed to a consent order. The F.T.C. had charged that members of the A.A.O. had violated fair trade laws in asking publishers of dental publications to delete certain dental laboratory advertising of orthodontic services. The A.A.O. contended that its members were acting to protect the public's dental health by opposing advertising which was not considered in the best interests of public health. The A.A.O., in agreeing to the consent decree, neither admitted nor denied the allegations of the F.T.C. The association's lawyers, Dargusch, Caren, Greek and King, of Columbus, Ohio, pointed out that the A.A.O. had adopted a resolution requiring all members to channel complaints about laboratory advertising of orthodontic services to the association's public relations chairman who has been directed to forward any complaints he deems worthy of attention to the Federal Trade Commission. "Thus the Federal Trade Commission, and not the individual members of the American Association of Orthodontists, is left to determine whether or not certain types of advertising are unfair," the attorneys said.

A.D.A. PRESIDENT CALLS ON ADMIRAL PUGH TO RETRACT 'UNWARRANTED' ATTACK ON DENTAL, MEDICAL PROFESSIONS BEFORE ASSOCIATION OF MILITARY SURGEONS

Dr. Otto W. Brandhorst, of St. Louis, president of the American Dental Association, has called on Rear Admiral Lamont Pugh, surgeon general of the Navy, to retract a violent attack on the dental and medical professions made before the Association of Military Surgeons of the United States in Washington, D.C. Speaking at the same meeting at which Admiral Pugh two days earlier accused the nation's physicians and dentists of refusing to volunteer for military service for reasons of "avarice," Dr. Brandhorst said that anything less than a full retraction would be an injustice both to the health professions and the military services. "I regret very much that Admiral Pugh has seen fit to criticize the professions as he did in his paper Monday morning," Dr. Brandhorst said. "I hope as he reflects upon his remarks and the additional difficulties that will, no doubt, be engendered by them, he will see the wisdom of retracting them for his own greatness and the good of the military services of the nation. I resent the implications of his remarks and I speak for the dental profession in rejecting them as unwarranted and not productive of good will and cooperation so necessary in the solution of the problems which we face."

ASSOCIATION STATEMENT IS APPLAUDED BY PRESS

also deplored the attack as unwarranted and read a statement issued earlier by Dr. Harold Hillenbrand, of Chicago, A.D.A. secretary, who described Admiral Pugh's bitter criticism as a "confession of failure on the part of the military concerned with the health of those who are fighting for their country." (See A.D.A. News Letter, Nov. 18, 1952.) Dr. Hillenbrand's statement evoked wide comment. An editorial in the Chicago Sunday Tribune pointed out that there is

Appearing on the same platform, Dr. Rudolph H. Friedrich, of Plainfield, N.J., chairman of the A.D.A. Council on Federal Dental Services,

no shortage of physicians or dentists in the Army or Navy and quoted Dr. Hillenbrand that while dentists have met the full call of the nation in every war, including that in Korea, "dentists have not been willing, after the profligate waste of health personnel during World War II, to meet every whim dreamed up by a military administrator to increase the size of his work force, often at needless expense to civilians." The newspaper added: "Bureaucrats in uniform are no different from bureaucrats in civilian clothes. They all are willing to waste taxpayers' money to build up their own importance and increase their own pay."

TOTAL NUMBER OF FLUORIDATED WATER SUPPLIES NEARS 500

Seventeen additional communities with a combined population of nearly a half-million persons have initiated fluoridation programs, bringing the total number to 476 by the end of last week. Significantly, more than two-thirds of the total have begun operation of the program within the past 12 months. Largest city in the new group was Richmond, Va., which has a population of 239,000 and furnishes water to an estimated 4,500 additional persons in nearby counties. An extensive education campaign was conducted by the local fluoridation committee in Richmond. Included were television broadcasts, newspaper articles and lay programs. The campaign culminated in a quarter-page newspaper advertisement, five days before the start of fluoridation, explaining that there would be no noticeable change in the water and no harmful effects. Only a very few complaints were received, according to Dr. Paul W. Bowden, of the city's health department. In addition to Richmond, the cities which recently began fluoridating their water supplies are: McCall, Idaho; Decatur and Park Forest, Ill.; Bel Air, Md.; International Falls, South International Falls, Mapleton, Roseville, and West St. Paul, Minn.; Forest Grove, Ore.; Bristol, Tenn.; Paris, Texas; Fries, Fredericksburg and Winchester, Va., and Westby, Wis.

NATION'S LARGEST FLUORIDATION PROGRAM REPORTS REDUCED COSTS

In Washington, D.C., it was reported at the recent American Water Works Association meeting that fluoridation costs are decreasing for the capital city, where the program was started last June. Gilbert Levin, engineer in the District public health department, said the costs will be about \$10,000 a year less than was originally estimated. The reduction was credited to the reduced cost of the fluoride supply. Another favorable report, on the constitutional aspects of the procedure, was released recently by the National Institute of Municipal Law Officers. After making a study of questionnaires sent to 700 municipalities and of data furnished by federal, state and local health experts, the institute concluded: Fluoridation is an "effective, safe, economical and constitutional health measure" for reducing dental caries and does not violate constitutional rights of freedom or religion. Meanwhile, the A.D.A. Council on Dental Health announced publication in booklet form of two aids to citizens' committees and dental societies interested in obtaining acceptance of the public health measure. The booklets are: "Fluoridation Facts," which contains answers to criticisms of fluoridation, and "How to Obtain Fluoridation for Your Community," a manual for citizens' committees. Single copies of the pamphlets may be obtained free of charge from the A.D.A. Order Department, 222 E. Superior St., Chicago 11.

STATE SOCIETIES URGED TO NAME DELEGATES EARLY IN 1953

State dental societies have been urged to make efforts to name delegates to the 94th annual session early in 1953. In a memorandum to constituent society officers, Dr. Harold Hillenbrand, of Chicago, A.D.A. secretary, pointed out that an amendment to the bylaws enacted at the last annual session provides that membership of a society as of Dec. 31 will determine its number of delegates for the next meeting of the House of Delegates. Noting that the Board of Trustees and the House of Delegates had also stressed the need for early selection of delegates, Dr. Hillenbrand said these reasons were emphasized: (1) reference committees of the House of Delegates will be named early in 1953; (2) priority in obtaining housing for delegates at official headquarters hotels will be facilitated, and (3) information material can be directed early to delegates. It was pointed out that substitutions for delegates can be made later if necessary.

ALASKA, NORTH DAKOTA ARE FIRST SOCIETIES TO EXCEED QUOTAS IN RELIEF FUND CAMPAIGN; TOTAL CONTRIBUTIONS REACH \$39,418

Alaska and North Dakota on Nov. 15 became the first constituent societies to exceed their quotas in the 1952-53 Relief Fund campaign as total contributions reached \$39,418. At the end of the second accounting period, Alaska, with 140 per cent of its quota reached, appeared well on its way to doubling its quota for the second year in a row. Among larger societies -- those with quotas over \$2,500 -- Missouri led with 55.7 per cent of quota followed by Illinois with 48.5 per cent of quota. Contributions through mid-November were averaging \$2.91. To date, 16,000 dentists, or less than one-fourth of the A.D.A. membership, have sent in their contributions. All contributions should be sent directly to the AMERICAN DENTAL ASSOCIATION RELIEF FUND, 222 E. Superior St., Chicago 11. A breakdown of contributions to Nov. 15 follows:

	<u>QUOTA</u>	<u>CONTRI- BUTIONS</u>	<u>PCT.</u>		<u>QUOTA</u>	<u>CONTRI- BUTIONS</u>	<u>PCT.</u>
Air Force	\$ 560.00	\$ 112.00	20.0	Navy	790.00	158.00	20.0
Alabama	770.00	486.00	63.1	Nebraska	1,090.00	216.50	19.9
Alaska	50.00	70.00	140.0	Nevada	100.00	42.50	42.5
Arizona	270.00	39.00	14.4	New Hampshire	290.00	131.00	45.2
Arkansas	530.00	284.15	53.6	New Jersey	4,140.00	1,826.00	44.1
Army	540.00	193.00	35.7	New Mexico	220.00	130.00	59.1
California	3,620.00	1,600.50	44.2	New York	15,220.00	4,434.00	29.1
California, So.	4,460.00	1,787.00	40.1	North Carolina	1,240.00	346.25	28.0
Colorado	960.00	151.00	15.7	North Dakota	350.00	365.05	104.3
Connecticut	1,950.00	765.00	39.2	Ohio	4,970.00	2,277.30	45.8
Delaware	150.00	76.00	50.7	Oklahoma	900.00	363.00	40.3
District of Col.	860.00	446.00	51.9	Oregon	1,180.00	553.00	46.9
Florida	1,220.00	691.00	56.6	Panama C. Z.	30.00		
Georgia	1,070.00	385.00	36.0	Pennsylvania	6,970.00	2,394.94	34.4
Hawaii	370.00	9.00	2.4	P.H. Service	270.00	62.00	23.0
Idaho	260.00	102.00	39.2	Puerto Rico	190.00	57.00	30.0
Illinois	7,570.00	3,668.00	48.5	Rhode Island	570.00	142.00	24.9
Indiana	2,240.00	1,136.00	50.7	South Carolina	400.00	150.00	37.5
Iowa	1,880.00	735.50	39.1	South Dakota	340.00	123.00	36.2
Kansas	990.00	508.16	51.3	Tennessee	1,150.00	292.50	25.4
Kentucky	1,080.00	216.50	20.0	Texas	3,050.00	918.50	30.1
Louisiana	990.00	382.00	38.6	Utah	480.00	217.50	45.3
Maine	450.00	154.00	34.2	Vermont	190.00	49.00	25.8
Maryland	1,080.00	459.00	42.5	Vet. Admin.	960.00	152.00	15.8
Massachusetts	3,810.00	1,406.50	36.9	Virginia	1,140.00	516.50	45.3
Michigan	3,990.00	1,721.65	43.1	Washington	1,780.00	774.50	43.5
Minnesota	2,970.00	1,223.50	41.2	West Virginia	720.00	343.00	47.6
Mississippi	520.00	265.10	51.0	Wisconsin	2,930.00	1,201.00	41.0
Missouri	2,590.00	1,441.50	55.7	Wyoming	160.00	107.50	67.2
Montana	380.00	143.00	37.6	Miscellaneous		11.00	

SCHEDULE 28TH ANNUAL NEW YORK MEETING FOR DEC. 8-12

A symposium on the therapeutic claims of ammoniated and chlorophyll dentifrices will be one of the highlights of the 28th annual Greater New York Dental Meeting to be held Dec. 8-12 at the Hotel Statler, New York City. Dr. Otto W. Brandhorst, of St. Louis, A.D.A. president, will address the meeting on Monday, Dec. 8, discussing "Dentistry Today." The five-day session, sponsored by the First and Second District Dental Societies, will also include color television of surgical procedures, nearly 50 registered clinics, table clinics and meetings of 16 associated groups. Participating in the dentifrice symposium will be Dr. Thomas J. Hill, of Western Reserve University School of Dentistry, Cleveland, chairman of the A.D.A. Council on Dental Therapeutics, who will be the moderator; and Dr. John W. Hein, of the University of Rochester, Rochester, N.Y., and Dr. Robert L. Glass, of Tufts College Dental School, Boston.

NEW LIAISON COMMITTEE FORMED BY INDIANA LEGION, HEALTH PROFESSIONS

Representatives of the American Legion and the health professions met last week in Indianapolis for the inaugural conference of a new state liaison committee program. Purpose of the meeting was to form a five-man committee for the state of Indiana consisting of members of the Indiana Dental, Medical and Hospital Associations and the state Legion group. The national Legion organization has urged that similar groups be formed in all states to discuss veterans' health programs. The first regular meeting of the Indiana group will be held Jan. 15, 1953. Mr. Bernard J. Conway, of Chicago, assistant secretary of the Council on Legislation, represented the A.D.A. at the meeting.

ONE-THIRD OF U.S. HOSPITALS HAVE DENTAL DEPARTMENTS, REPORT SHOWS

Nearly one-third of the hospitals in the United States and its territories have dental departments, it was reported in a new edition of Hospitals Reporting Dental Departments, issued last week by the Association. The book was compiled by the Bureau of Economic Research and Statistics, the Council on Hospital Dental Service and the Council on Dental Education. The report was based on a survey conducted by the American Hospital Association. A total of 6,954 hospitals participated in the study. Of this number, 2,094, or 30 per cent, were found to have dental departments. The A.D.A. Council on Hospital Dental Service has approved 270 of the hospital dental departments included in the survey and the Council on Dental Education has approved 84 internships and 32 residency programs.

DR. INSKIPP NAMED DENTAL DEAN AT COLLEGE OF PHYSICIANS AND SURGEONS

Dr. E. Frank Inskipp, of San Francisco, has been appointed dean of the College of Physicians and Surgeons to succeed the late Dr. Ernest G. Sloman, it was announced last week by the school's board of trustees. At the same time the board announced appointment of Dr. Charles A. Scribner, also of San Francisco, as associate dean. Dr. Inskipp, a native of England, is 49 years old and a graduate of the college's School of Dentistry. He has been a faculty member at the school since receiving his dental degree in 1931. Dr. Scribner, who is assistant professor of operative dentistry, has been a faculty member since 1950.

CIVIL DEFENSE CONFERENCE TO HEAR DR. DAVID HUNN, DR. RUSSELL BUNTING

Dr. David E. Hunn, of Troy, N.Y., chairman of the subcommittee on civil defense of the A.D.A. Council on Federal Dental Services, and Dr. Russell W. Bunting, of Ann Arbor, Mich., dental consultant for the Federal Civil Defense Administration, will address a regional conference on civil defense to be held Dec. 13 and 14 at the Municipal Auditorium in Kansas City, Mo. The meeting is sponsored by the Jackson County Medical Society and the Kansas City Civil Defense Department. The integration of members of the dental profession into an over-all disaster plan for coordination of activities will be one of the objectives of the conference.