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## ADA News Letter - 02/01/1953

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# ada News Letter

Vol. 6, No. 3 - Feb. 1, 1953

## **MILLIONS WILL HEAR, SEE DENTAL HEALTH MESSAGES AS NATION OBSERVES NATIONAL CHILDREN'S DENTAL HEALTH DAY ON MONDAY**

The importance of maintaining dental health for all children will be stressed from coast to coast Monday, Feb. 2, in the fifth annual observance of National Children's Dental Health Day sponsored by the A.D.A. and its constituent and component societies. In hundreds of communities, large and small, special programs reaching millions will stress the need for expanded dental health activities for children everywhere. Keynote for this year's observance was sounded by Dr. Otto W. Brandhorst, of St. Louis, A.D.A. president, who called for increased emphasis upon disease-preventive procedures as the most effective way to improve dental health for children. This same theme will be featured in a number of nation-wide radio and television programs. The extent of this year's observance is shown in the following reports on special Children's Dental Health Day activities in some of the nation's larger cities. The editors of the A.D.A. News Letter regret that space does not permit a report on the programs being held in hundreds of other communities in every state of the union.

**NEW YORK CITY.** -- A new feature of the Greater New York observance of Children's Dental Health Day this year is a Children's Dental Health Week Exposition open to the general public. It will be held in the headquarters' auditorium of the city's Civil Defense Administration. There will be demonstrations and lectures to dramatize four aspects of dental health: fluoridation, toothbrushing, nutrition and x-ray. Exhibits will be presented by leading health, welfare and educational agencies. The exposition is part of the city-wide program designed to reach all children and parents in Greater New York. More than 50,000 children are expected to be served by bite-wing x-ray projects throughout the city. Some 50,000 toothbrushes will be given away in demonstrations of proper toothbrushing habits and more than three million pieces of literature will be distributed. Several score radio and television programs will be presented. There will also be hundreds of school programs and civic programs addressed by members of the First, Second and Tenth District Dental Societies of the State of New York. A number of scientific programs for dentists have also been planned.

**PHILADELPHIA.** -- Mayor Joseph S. Clark of Philadelphia has designated Feb. 1-7 as the first annual Philadelphia Child Dental Health Week. Arrangements have been completed for 4,000 placards to be placed in the city's trolleys, buses and elevated trains during the week. Certificates of merit will be presented to school children in a city-wide poster contest on a special television program. Participating will be Dr. LeRoy M. Ennis, past A.D.A. president; Dr. Abram Cohen, supervisor of dental health in the public schools, and Dr. John P. Looby, president of the society and supervisor of dental health in the parochial schools. A jingle written by Capt. Clay A. Boland of the Navy Dental Corps, member of the Philadelphia society, will be used as part of the spot announcements on radio and television stations.

**LOS ANGELES.** -- An oral health contest among junior high school students will be climaxed by awards of 72 certificates, 12 individual cup trophies, two grand prizes and a school trophy as a highlight of Children's Dental Health Day under the auspices of the Los Angeles County Dental Society. On the professional level, the Southern California unit of the American Society of Dentistry for Children will have a clinic session and dinner meeting Monday at which Mr. Guy Hoyt, associate superintendent of schools, will be the speaker. A press conference for science editors of the city's five daily newspapers with members of the dental profession will be held

and a number of radio and television programs and spot announcements have been scheduled. Thousands of pamphlets and other dental health education material have been distributed to the schools for pupils and teachers and a number of dental speakers will address lay groups.

CLEVELAND. -- Thousands of children and their parents will be entertained at a "wild west dental party" to be given by the Cleveland Dental Society Sunday afternoon in the city's Public Music Hall in celebration of Children's Dental Health Day. The observance had its origin in Cleveland 13 years ago. At the party, 39 poster prizes and the society's mouth hygiene award will be presented. An all-day professional program of essays, limited attendance clinics, table clinics and films on dentistry for children will be held Monday. For the public, 17 television programs are being presented and scores of special radio programs. Both Gov. Frank Lausche of Ohio and Mayor Thomas A. Burke of Cleveland have issued proclamations urging public cooperation in observance of the event.

ST. LOUIS. -- Programs in support of fluoridation of public water supplies for St. Louis will mark Children's Dental Health Day. Wide distribution will be given to a special issue of the St. Louis Dental Society Bulletin devoted to the subject. The society will also hold an open meeting with Dr. F. A. Bull, director of dental education of the Wisconsin State Board of Health, speaking on "The Dentist's Responsibility in Fluoridation Programs." There will be a number of radio programs and spot announcements. Posters have been distributed to all the schools and a number of business houses. Mayor Joseph M. Darst of St. Louis has issued a proclamation for the observance.

WASHINGTON, D.C. -- The commissioners of the District of Columbia have signed a proclamation urging all groups "interested in child health and welfare to lend their active support to a program that can provide better dental health for all children." The District of Columbia Dental Society will have an all-day meeting, including 10 table clinics on children's dentistry and a panel discussion. P.T.A. health chairmen and representatives of other civic organizations have been invited. Other highlights of the program include 15 television shows, including interviews, films and a playlet; 11 radio programs, an exhibit by the U.S. Public Health Service, a number of talks before lay groups by members of the society's speakers' bureau, newspaper articles and a wide display of posters.

BOSTON. -- Some 6,000 posters in observance of Children's Dental Health Day have been distributed to schools, libraries and other public buildings throughout the Boston area. In cooperation with the New England Dairy Council, the Metropolitan District Dental Society has also arranged for eight radio programs, three television programs and special newspaper articles. The council has also distributed posters and dental health material to school principals.

SAN FRANCISCO. -- More than 500 dentists, P.T.A. leaders, educators and community leaders are expected to participate in the all-day fifth annual children's dental health conference Monday at the St. Francis Hotel as a highlight of Children's Dental Health Week. In addition to essayists, there will be 16 demonstration clinics and a number of dental health education exhibits. "Prevention through Education" is the theme of the observance which will include a number of radio and television interviews and a puppet show on dental health to be given on television. Placards featuring the noted Munro Leaf "Watchbird" cartoon character in a dental health message will be displayed throughout the city. In addition, 250,000 leaflets bearing the "Watchbird" cartoon have been distributed by school nurses. Mayor Elmer E. Robinson of San Francisco has issued a proclamation calling for cooperation in the observance.

PITTSBURGH. -- A number of radio programs and spot announcements as well as special television shows and newspaper articles will mark Children's Dental Health Day. As a highlight of the observance, an afternoon and evening meeting sponsored jointly by the Odontological Society of Western Pennsylvania and the Pennsylvania Society of Dentistry for Children will be

held Wednesday at the Roosevelt Hotel. Posters have been distributed to schools, hospitals and public display windows. Throughout the year, the society provides speakers as well as films, pamphlets and the like on dental health education.

NEW ORLEANS. -- Through local newspapers and radio and television stations, an extensive health education program will be carried to residents of the New Orleans area. Civic groups are cooperating in special programs. A proclamation has been issued by Gov. Robert F. Kennon of Louisiana.

MINNEAPOLIS-ST. PAUL. -- Six separate television programs, sponsored by the Minnesota State Dental Association and the Minnesota Society of Dentistry for Children, will be presented as a highlight of Children's Dental Health Day in the Minneapolis-St. Paul area. Hygienists and high school children as well as members of the dental profession will take part in the presentations that will range from interviews to a quiz show and from a play to a puppet performance. Numerous radio programs will be offered and a number of talks at the schools will be given by dentists and hygienists. Posters, window displays and films will also mark the observance. Cooperating with the state society are the Minnesota Department of Health, Minnesota Department of Education, Minnesota Pharmaceutical Society, the auxiliary of the state society and the state hygienists' association.

SEATTLE. -- Proclamations have been issued by Gov. Arthur B. Langlie of Washington and Mayor Allen Pomeroy of Seattle calling for the observance of National Children's Dental Health Day. Special programs are being presented on all six radio stations in Seattle, feature articles are being carried in the two daily newspapers and several films on children's dental health are being shown on the city's television station. Boy Scouts have distributed posters to schools.

KANSAS CITY, MO. -- A series of newspaper articles, a television skit and motion picture, radio and TV spot announcements and radio programs will feature National Children's Dental Health Day. There has been wide distribution of posters. Special cooperation has been given to the Kansas City District Dental Society by the department of health of the city's schools, the local dairy council, the TV station and the Kansas City Star.

DENVER. -- Gov. Dan Thornton of Colorado has issued a proclamation calling on the public to cooperate in the observance of Children's Dental Health Day. The signing was witnessed by the presidents of the Colorado State Dental Association and the Denver Dental Association and the chairman of the state society's dental health committee. As a highlight of the program, members of the Denver society will provide dental treatment in their offices for children from the city's orphanages. Pamphlets, posters and films have been distributed to Denver schools.

PORTLAND. -- Three films on fluoridation will be presented on the city's television station as a highlight of National Children's Dental Health Day. Other features of the observance are at least eight radio interviews with Portland dentists, a radio play by dental hygiene students of the University of Oregon Dental School and many radio spot announcements. There will also be newspaper articles and editorials on children's dentistry. Posters have been distributed throughout the city.

MIAMI. -- Members of the Miami Dental Society are addressing a number of parent-teacher groups in observance of Children's Dental Health Day. Newspaper articles, radio talks and spot announcements and special exhibits by pedodontists are other highlights of the observance sponsored by the Florida East Coast Dental Society. The society is also climaxing a year of weekly television programs with a special program for the observance.

NASHVILLE. -- There will be a special meeting of the Nashville Dental Society Tuesday in observance of Children's Dental Health Week. Throughout Nashville and Davidson County, an extensive program has been arranged, including radio and television shows and spot announcements, poster displays in schools and other key places, a check with schools on dental inspections and follow-ups, and talks by dentists at schools. The ladies' auxiliary of the dental society has spearheaded the program in the schools.

## **AGE LIMIT OF 41 PROPOSED IN TENTATIVE DRAFT BILL**

An age limit of 41 instead of the present 51 years is suggested in a tentative proposal for the extension of the dentist-physician draft law submitted for informal consideration to the Armed Services Committees of Congress by the Department of Defense, according to unofficial reports. The tentative proposal would establish two priorities under which dentists and physicians could be drafted for active duty. The first would include all non-veteran dentists and physicians who would be called in order of age with the youngest being called first. The second group would include dentists and physicians with prior military service, with those with the least amount of prior service being inducted first. The proposed extension of the special draft act would make all individuals in the present Priorities I and II subject to immediate call. It is expected that both the House of Representatives and the Senate committees will hold hearings on the measure when it is officially presented by the Department of Defense.

## **DR. HAROLD HILLENBRAND IS HONORED BY RHODE ISLAND DENTAL SOCIETY**

Dr. Harold Hillenbrand, of Chicago, secretary of the A.D.A., was awarded the Rhode Island State Dental Society gold medal and certificate in recognition of his "outstanding contributions to dentistry" at the society's diamond jubilee celebration in Providence on Jan. 18. The citation was read by Dr. Edgar L. Bessette, recording secretary of the society, and the awards were presented to Dr. Hillenbrand by Dr. James F. Colgan, president.

## **CONGRESS ON DENTAL EDUCATION AND LICENSURE TO BE HELD FEB. 7 IN CHICAGO**

The nation's dental schools and specialty boards will be well represented in Chicago Saturday (Feb. 7) when the A.D.A. Council on Dental Education sponsors the ninth annual Congress on Dental Education and Licensure. The all-day meeting will be held in the Conrad Hilton Hotel with Dr. Bert L. Hooper, of Lincoln, Neb., chairman of the Council, presiding. The morning session will be marked with a panel discussion on "What admissions requirements should be used in dental schools?" Dr. John E. Buhler, of Atlanta, dean of the School of Dentistry, Emory University, will be the moderator. Participating will be Dr. Berton E. Anderson, of the School of Dentistry, University of Washington, Seattle; the Rev. William D. O'Leary, S.J., of the School of Dentistry, Loyola University, New Orleans; Mr. George R. Moon, of the University of Illinois, Chicago, and Dr. Wendell L. Wylie, of the College of Dentistry, University of California, San Francisco. The afternoon panel, with Dr. Allen G. Brodie, dean of the College of Dentistry, University of Illinois, as the moderator, will discuss "What constitutes a specialty in dentistry?" Members of the panel will include Dr. Paul E. Boyle, of the American Board of Oral Pathology, Philadelphia; Dr. Irving R. Hardy, of the American Board of Prosthodontics, Boston; Dr. Ralph L. Ireland, of the American Board of Pedodontics, Lincoln, Neb., and Dr. William A. Jordan, of the American Board of Dental Public Health, Minneapolis. Arrangements for the Congress are being handled by Dr. Shailer Peterson, of Chicago, Council secretary.

## **DR. RAYMOND J. NAGLE IS NEW DEAN AT N.Y.U. COLLEGE OF DENTISTRY**

Appointment of Dr. Raymond J. Nagle, of Boston, as dean of the College of Dentistry, New York University, has been announced by Chancellor Henry T. Heald. The appointment is effective today (Feb. 1). Dr. Nagle is chairman of the Massachusetts State Board of Dental Examiners and president of the New England Association of Dental Examiners. He is president-elect of the Massachusetts Dental Society. Dr. Nagle was on the faculty of the Harvard Dental School from his graduation in 1924 until 1948.

## **NINE MORE COMMUNITIES BEGIN FLUORIDATION FOR U.S. TOTAL OF 595**

Nine more communities were reported fluoridating their public water supplies this week bringing the total of U.S. communities in the program to 595, according to records compiled by the A.D.A. In Pennsylvania, the city of Natrona began operation of the program while on the west coast the town of Healdsburg in northern California launched the procedure with special ceremonies Jan. 15. Fluoridation was also in effect in three additional Iowa towns, Fairfield, Indianola and Manchester, and in four more Tennessee communities, Paris, Cookeville, Tiptonville and Cowan.