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94th ANNUAL SESSION - CLEVELAND, OHIO - Sept. 28 to Oct. 1

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, passing behind the 'ada' circle and the 'News Letter' text.

ada News Letter

Vol. 6, No. 17 - August 15, 1953

A.D.A. COUNCILS URGE ADOPTION OF "CONSERVATIVE ATTITUDE" TOWARD CLAIMS FOR ANTI-ENZYME DENTIFRICE TO BE OFFERED PUBLIC NEXT WEEK

The Council on Dental Therapeutics and the Council on Dental Research of the A.D.A., in a joint statement (see below), urge that both the dental profession and the public adopt a conservative attitude toward actual or implied anti-decay claims for a new toothpaste (Listerine Antizyme of Lambert Pharmacal Company) reportedly scheduled to be offered to the public beginning Aug. 20. According to information submitted to the A.D.A., advertisements for the new dentifrice will claim that it provides immunity to decay-producing acids. The two councils reported that they had been unable to find any evidence that the product had been directly demonstrated to reduce the incidence of dental decay in humans, adding: "It is the opinion of the councils, therefore, that on the basis of the evidence presently available, actual or implied claims of anti-decay qualities for the new Listerine dentifrice are premature." The joint statement said that it is "contrary to the public interest to suggest that the use of any dentifrice may be substituted for well-recognized dental health procedures" such as the avoidance of excessive consumption of sugar-containing preparations and the brushing of the teeth immediately following the ingestion of sugar products.

OTHER FIRMS READY PLANS FOR SIMILAR DENTIFRICES

Other drug firms are expected to be on the market shortly with similar anti-enzyme dentifrices. According to the Aug. 13 issue of the

Wall Street Journal, Colgate-Palmolive-Peet Corporation will also soon start marketing an anti-enzyme dentifrice. Other firms which are considering plans for an anti-enzyme dentifrice, according to the Wall Street Journal, include the Block Drug Company (Ammident), Bristol-Myers (Ipana) and American Home Products (Kolynos). The expected parade of new anti-enzyme dentifrices is based on research work done at Northwestern University under the direction of Dr. Leonard S. Fosdick, biochemist of the faculty of the School of Dentistry. The project is being jointly financed by the Lambert and Colgate firms. The first report on the Fosdick-directed project was published this week in the August issue of the Journal of Dental Research. In this article, Dr. Fosdick claimed the discovery that three anti-enzymes can be absorbed in the dental plaque and thus prevent the formation of decay-causing acids. To date, Dr. Fosdick has reported evidence consisting only of laboratory findings. Large-scale clinical tests are now underway but it will be at least another year before the results will be known. In commenting to the press on the Northwestern University publicity releases hailing anti-enzymes as being on the verge of eliminating all tooth decay, an A.D.A. spokesman declared:

The ultimate value of any agent for the prevention of tooth decay must be determined by direct observation of the actual reduction of tooth decay in humans under carefully controlled and scientifically acceptable conditions.

While the idea contained in the report that anti-enzyme substances can be added to a dentifrice to prevent the formation of decay-causing acids in the mouth is not new, it continues to be an interesting suggestion. The value of anti-enzymes in preventing tooth decay among humans still remains to be demonstrated. All available data are based on laboratory findings.

PROMOTIONAL SPLURGE EXPECTED
TO EQUAL THAT FOR CHLOROPHYLL

expected to run into millions of dollars. Included will be direct mail to dentists and newspaper, magazine, radio and television advertisements. Several national magazines, including the Saturday Evening Post and the American Weekly, have scheduled articles featuring anti-enzymes as decay inhibitors. The Post article is scheduled for the issue of Aug. 22 and the American Weekly article for Aug. 23. In all, the publicity and promotional campaign for dentifrices containing anti-enzymes is expected to equal or exceed that launched for chlorophyll dentifrices last year.

FULL TEXT OF STATEMENT
OF THE A.D.A. COUNCILS

A tremendous publicity and advertising campaign has been planned to sell anti-enzyme dentifrices to the public. Advertising alone is expected to run into millions of dollars. Included will be direct mail to dentists and newspaper, magazine, radio and television advertisements. Several national magazines, including the Saturday Evening Post and the American Weekly, have scheduled articles featuring anti-enzymes as decay inhibitors. The Post article is scheduled for the issue of Aug. 22 and the American Weekly article for Aug. 23. In all, the publicity and promotional campaign for dentifrices containing anti-enzymes is expected to equal or exceed that launched for chlorophyll dentifrices last year.

The full text of the joint statement of the Councils on Dental Therapeutics and Dental Research follows:

The American Dental Association has been informed that Listerine ANTIZYME toothpaste is to be presented to the public, beginning August 20, with a wide-spread advertising and publicity campaign. Some information indicates that the advertising may suggest to the casual reader that the product's effectiveness in preventing dental decay is such that standard dental health procedures can be disregarded by the individual using the dentifrice. Technical statements may lead the reader to infer that adequate tests have demonstrated the validity of this assumption.

In order to provide the dental profession and the public with proper information in this matter, the Council on Dental Research and the Council on Dental Therapeutics of the American Dental Association have attempted to ascertain the basis for the claimed effectiveness of this new dentifrice.

It is the opinion of the councils that all preparations designed to reduce the incidence of dental decay in humans should be evaluated by direct clinical measurements. Anti-decay claims are not justified for products until their effect in actually reducing human dental caries has been directly demonstrated by acceptable controlled studies of human population groups. The councils have not been able to obtain any evidence that clinical data are available to substantiate such claims for the new Listerine dentifrice. The only available report is based upon laboratory findings.

It is the opinion of the councils, therefore, that on the basis of the evidence presently available, actual or implied claims of anti-decay qualities for the new Listerine dentifrice are premature.

It is the further opinion of the councils that it is contrary to the public interest to suggest that the use of any dentifrice may be substituted for well-recognized dental health procedures.

The councils continue to advise all individuals to avoid excessive consumption of sugar-containing preparations which have been demonstrated to be related to the development of carious lesions.

The councils believe also that presently available evidence indicates that conscientious toothbrushing immediately following the ingestion of sugar products should continue to be recommended as an individual procedure to reduce dental caries.

In summary, the councils suggest that both the dental profession and the public adopt a conservative attitude toward any new product for which therapeutic claims have not been conclusively demonstrated by acceptable controlled clinical studies.

DR. OLIVER IS RE-ELECTED PRESIDENT OF F.D.I.

Dr. Oren A. Oliver, of Nashville, Tenn., a former president of the A.D.A., was re-elected president of the Federation Dentaire Internationale at its 41st annual meeting in Oslo, Norway, July 27 through Aug. 1. Dr. LeRoy M. Ennis of Philadelphia and Dr. Philip Adams of Boston, also former A.D.A. presidents, were named vice-presidents of the F.D.I. Dr. Harold Hillenbrand, of Chicago, A.D.A. secretary, was elected as an honorary vice-president. Other officers for 1953-54 include: Dr. G. H. Leatherman, of London, secretary-general; Dr. Jack Stork, of Aerdenhaut, Netherlands, treasurer, and Dr. W. Stewart Ross, of London, chairman of the board. A total of 141 delegates, representing more than a score of national dental associations, participated in the meeting. Several U. S. dentists were named members of commissions scheduled to present special reports to the World Health Organization. They included: scientific commission -- Dr. F. A. Arnold, Jr., of Washington, D. C., Dr. M. K. Hine, of Indianapolis, Ind., and Dr. Lester Burkett, of Philadelphia; public dental service commission -- Dr. John Knutson, of Washington, D. C., and Dr. R. W. McNulty, of Los Angeles; dental education commission, Dr. Shailer Peterson, of Chicago, and Dr. W. N. Hodgkin, of Warrenton, Va.; and armed forces commission -- Brig. Gen. Marvin Kennebeck of the U. S. Air Force and Rear Admiral Daniel Ryan of the U. S. Navy. Dr. Ennis was appointed as a member of a subcommittee to advise the treasurer on investment of F.D.I. funds.

GROUP AFFIRMS SAFETY OF WATER FLUORIDATION

By unanimous action, F.D.I. delegates approved a resolution affirming the safety of the fluoridation of community water supplies. The resolution stated: "At the annual meeting of the Federation Dentaire Internationale in Brussels, June, 1951, the Federation urged that all agencies interested in dental and general health should give most careful consideration to the promotion and use of fluorides in the control of dental caries. The Federation at its meeting in Oslo, July, 1953, affirms that there has been no evidence of any deleterious effect to general health by the addition of fluorides in appropriate amounts to drinking water." In other actions, the F.D.I. elected the Pakistan Dental Association to full membership and granted a corresponding membership to the New Zealand Dental Association. The 1954 meeting of the F.D.I. will be held at The Hague, Netherlands, in August.

MILWAUKEE MAYOR VETOES MOVE TO STOP FLUORIDATION

Mayor Frank T. Zeidler, of Milwaukee, has vetoed a resolution of the Milwaukee Common Council to stop the fluoridation of water supplies in that Wisconsin city. In late July, just six days after fluoridation was placed in operation in Milwaukee, the city council voted 15 to 12 to stop the program. The action of Mayor Zeidler keeps the fluoridation program in operation for the 732,000 residents of Milwaukee. Last April, Milwaukee voters had approved fluoridation by a vote of 93,000 to 58,000. Meanwhile, the Denver City Council unanimously approved fluoridation for that portion of the city's water supplies which comes from the western slope of the Continental Divide. This water, which is deficient in fluorides, provides about 25 per cent of the total water used in Denver. The remainder comes from the Platte River and contains an optimum amount of fluoride ions according to health authorities. By its action, the Denver city council has made certain that Denver will have a year-around water supply containing approximately 1 part per million of fluorides.

EXHIBITS AT ANNUAL SESSION WILL OPEN AT NOON SUNDAY, SEPT. 27

The commercial exhibits at the 94th annual session of the A.D.A. to be held in the Cleveland Public Auditorium next month will be opened to convention visitors at noon on Sunday, Sept. 27. The exhibits will be on display daily through Thursday, Oct. 1. At previous sessions, the commercial exhibits were not opened until Monday morning, simultaneously with the official opening of scientific sessions and the meeting of the House of Delegates. The decision to open the exhibits on Sunday noon on an experimental basis was made to provide dentists attending the annual session an extra half-day in which to visit the exhibit hall. Registration will also start at noon Sunday, Sept. 27. Other convention activities will open as originally planned on Monday morning, Sept. 28.

PRESIDENT EISENHOWER RECOMMENDS EXTENSION OF OASI TO INCLUDE DENTISTS, PHYSICIANS AND MEMBERS OF OTHER PROFESSIONAL GROUPS

A recommendation that the Old Age and Survivors Insurance (OASI) program of the federal Social Security Act be extended to include dentists, physicians, lawyers, accountants, architects and many others, such as farmers and agricultural workers, was sent to the Congress by President Eisenhower on Aug. 1. The President's proposal would make OASI coverage mandatory for a group of about 6.5 million persons not now covered by this phase of the federal social security program. In addition, President Eisenhower asked Congress to make OASI coverage optional for an estimated 4 million others, including clergymen and employees of state and local governments. The President's recommendations were submitted for consideration at the reopening of Congress next January.

A.D.A. HOUSE OF DELEGATES TO CONSIDER NEW PROPOSAL

It is expected that the President's proposal will be considered at the 94th annual session of the A.D.A. House of Delegates at Cleveland Sept. 28

through Oct. 1. Twice before, in 1949 and again last year, the A.D.A. House of Delegates went on record against the extension of OASI to self-employed members of the dental profession. A resolution asking that the House of Delegates again consider the matter has been introduced by the Wisconsin State Dental Association. Meanwhile, the American Medical Association reiterated its opposition to the plan advanced by President Eisenhower. The American Bar Association is also on record as opposed to the extension of OASI to lawyers.

APPROVAL GIVEN WESTERN STATE COMPACT FOR PROFESSIONAL SCHOOLS

In its adjournment rush early this month, Congress approved the establishment of a Western Interstate Commission which would permit western states to form a compact for co-operative financing of dental, medical and other professional training. The bill, sponsored by Sen. Hunt, (D., Wyo.) would permit any five or more of the following states and territories to make such a compact: Arizona, California, Colorado, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, Wyoming, Alaska and Hawaii. In another action, the Congress approved an appropriation of \$1,740,000 for dental activities of the U.S. Public Health Service, an increase of \$90,000 over the amount originally voted by the House of Representatives. A bill to restore to veterans of the Spanish-American War the right to obtain dental treatment from the Veterans Administration, however, was passed by the House but was not approved by the Senate. This group had been eliminated from V.A. dental care in a rider on the V.A. appropriations bill. (See A.D.A. News Letter, July 15, 1953.) The rider directed that veterans, to receive free dental care, must prove service-connection of their dental ailments. The House bill would have made this rider not applicable to Spanish-American War veterans or to an estimated 247,000 other veterans whose claims for dental treatment had been approved and certified prior to July 1. Despite the rider, Spanish-American War veterans are not totally excluded from V.A. dental care. In an opinion last week, the V.A. solicitor ruled that dental services could be given Spanish-American War veterans as an adjunct of medical treatment.

BRIEFS IN THE NEWS

A total of \$2,767,000 has been spent for dental projects and activities since 1930 by the W.K. Kellogg Foundation, of Battle Creek, Mich., a general report of the Foundation revealed last week. Total expenditures by the Foundation were \$35,296,000 during the 22-year program. Disbursements have been made in or on behalf of 38 nations....Mr. Wm. O. Patterson was re-elected president of the American Dental Trade Association at its 72d annual meeting in Hot Springs, Va., in July....A new correspondence course on "Frigid Zone Medical and Dental Practice", available to officer and enlisted personnel, both regular and reserve, was announced by the Navy Medical Department. The course is designed to provide information on care of sick and injured under conditions of extreme cold....Reports of A.D.A. officers and councils will be ready for distribution on Sept. 1, it is announced by Dr. Harold Hillenbrand, A.D.A. secretary.