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## ADA News Letter - 08/15/1956

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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.

ada News Letter

Vol. 9, No. 22 - August 15, 1956

### BOARD APPROVES GRANT FOR NATION-WIDE SURVEY OF DENTISTRY

The A.D.A. Board of Trustees, at its mid-year meeting at Chicago last week, approved a two-year grant of \$ 60,000 a year to help finance a nation-wide survey of dentistry. The grant by the A.D.A. Board raises to \$ 400,000 the total amount available for the survey. Earlier grants include \$ 250,000 from the W.K. Kellogg Foundation; \$ 25,000 from the Rockefeller Brothers Foundation, and \$ 5,000 from the Louis W. and Maude Hill Foundation. Dr. Virgil N. Hancher, president of the State University of Iowa, Iowa City, Ia., is the chairman of the survey committee. It is expected that the survey will be launched in early 1957.

### BOARD DEFERS FURTHER ACTION ON F.T.C. RULES

Commercial Dental Laboratory Industry" which were issued last November by the Federal Trade Commission. The A.D.A., through its Council on Dental Trade and Laboratory Relations, has asked that the Rules be amended to eliminate statements objectionable to the dental profession. If that cannot be done by amendments, the entire Rules should be revoked, the Council declared. Since the Federal Trade Commissioners now have this petition under advisement, the Board voted to delay any additional action by the Association until it meets in Atlantic City in late September immediately prior to the opening of the 97th annual session of the A.D.A.

The Board of Trustees voted unanimously to defer for the time being any further action relating to the "Trade Practice Rules for the

### RESOLUTIONS COMMEND CONGRESSIONAL LEADERS

of Trustees. They are: Sen. James Murray (D., Mont.), senior member of the Labor and Public Welfare Committee of the Senate; Rep. Percy Priest (D., Tenn.), chairman of the Committee on Interstate and Foreign Commerce of the House of Representatives, and Rep. John E. Fogarty (D., R.I.), chairman of the Subcommittee on Labor, Health, Education and Welfare of the House Appropriations Committee. Earlier, the Board had unanimously approved a resolution commending Sen. Lister Hill (D., Ala.), chairman of the Senate Committee on Labor and Public Welfare.

Leaders of congressional committees dealing with matters relating to health were commended in resolutions unanimously adopted by the Board

### NO NEED FOR SPECIAL DENTIST DRAFT CALL SEEN BY ARMY OFFICIAL

Adequate numbers of dentists are now available to fill needs of the Army for dental manpower without recourse to a special draft call, Col. Henry R. Sydenham of the Army Dental Corps said at a meeting of the A.D.A. Council on Federal Dental Services Aug. 4-5 in Association headquarters in Chicago. Col. Sydenham represented Brig. Gen. Oscar P. Snyder, chief of the dental corps, at the two-day meeting. Dr. F. J. Reichmann, of Oklahoma City, chairman of the council, presided. The special draft law for dentists and physicians is scheduled to expire July 1, 1957. The Association is on record as opposed to the law as unnecessary. Col. Sydenham said needs of the Army could be filled from recent graduates of dental schools who are liable for military service under the regular draft law and those signing up for the Army's reserve program.

## **PRESIDENT SIGNS INTO LAW THREE MORE BILLS AFFECTING DENTISTRY**

President Eisenhower has now signed the three remaining bills affecting dentistry of the 84th session of Congress. The social security bill, extending coverage to some 200,000 more self-employed persons, including an estimated 79,000 dentists, is now Public Law 880. The bill calling for a \$ 90 million three-year federal grants program for construction and expansion of research facilities, primarily in dental and medical schools, is now Public Law 835. The third measure, Public Law 941, establishes a National Library of Medicine in the U.S. Public Health Service to replace the Armed Forces Medical Library.

## **TWO NEW APPOINTMENTS ANNOUNCED FOR INSTITUTE OF DENTAL RESEARCH**

Two new appointments to the National Institute of Dental Research were announced last week. Dr. Seymour J. Kreshover, of Richmond, Va., was named associate director of the N.I.D.R. Dr. Kreshover has been professor of oral pathology and diagnosis and director of dental research and of graduate and postgraduate studies at the School of Dentistry, Medical College of Virginia. Dr. F. Earle Lyman was named chief of extramural programs in the N.I.D.R. Dr. Lyman will administer the research grants program for dental schools and dental research centers. The recently adjourned 84th Congress appropriated nearly \$ 4 million for dental research grants to be administered by the N.I.D.R. Dr. Lyman was formerly executive secretary of the morphology and genetics study section and the parasitology and tropical medicine study section in the division of research grants of the National Institutes of Health. He was also assistant chief of the entomology branch in the communicable disease center of the U.S. Public Health Service in Atlanta, Ga. He holds a Ph.D. degree in zoology from the University of Michigan.

## **MILITARY-MEDICO-DENTAL SYMPOSIUM FOR ARMED FORCES SET FOR OCT. 22-27**

Two special sessions on dentistry will be presented at the 7th annual Military-Medico-Dental Symposium for the Armed Forces to be held Oct. 22-27 at the U.S. Naval Hospital in Philadelphia. The dental sessions, which are scheduled for Oct. 23 and Oct. 27, are under the co-chairmanship of Dr. Thomas P. Fox, of Philadelphia, member of the dental advisory committee to the assistant secretary of defense for health and medical affairs, and Dr. H. Milton Rode, of Philadelphia, head of the department of prosthetics at the School of Dentistry, University of Pennsylvania. Dr. Fox is a colonel in the Army Reserve while Dr. Rode is a commander in the Navy Reserve. Subjects to be presented include oral surgery, cinefluorography, functional prosthesis, periodontal disease and gold inlays.

## **DENTISTS INVITED TO CIVIL DEFENSE COURSES AT ARMY MEDICAL CENTER**

Dental societies wishing to have representatives attend week-long courses in civil defense at the Army Medical Center, Walter Reed Hospital, Washington, D.C., are asked to communicate with Dr. R. W. Bunting, dental consultant for the Federal Civil Defense Administration at Battle Creek, Mich. National Civil Defense Week is scheduled for Sept. 9-15.

## **A.D.A. MEMBERSHIP CONTINUES RECORD-BREAKING RISE; NEARS 86,000**

Total A.D.A. membership continued to top previous highs last month, reaching 85,984 on July 31. The new total was more than 1,100 ahead of the year-end figure for 1955, and 2,267 above the same date last year.

## **L. O. PICKETT NAMED EXECUTIVE SECRETARY OF FLORIDA DENTAL SOCIETY**

Mr. Lyman O. Pickett has been appointed executive secretary of the Florida State Dental Society, effective Sept. 1. Mr. Pickett formerly was convention manager of the Fontainebleau Hotel, Miami Beach. Earlier he was associated with several Palm Beach hotels. A graduate of the University of Florida, Mr. Pickett has had experience in public relations, radio, television, and newspapers. He is a member of Sigma Delta Chi, professional journalism fraternity, and the Florida Public Relations Association. He served the Air Force during World War II.

## FULL PROGRAM OF SOCIAL ACTIVITIES PLANNED FOR A.D.A. ANNUAL SESSION

An extensive program of social activities has been planned for the 97th annual session of the Association, according to Dr. Eugene R. Westcott, chairman of the general committee on local arrangements. The meeting will be held Oct. 1-4 in Atlantic City. Accommodations still are available in the noted resort city where 40 first-rate hotels have pledged reservations for the meeting. Applications for hotel reservations are on page A-52 of the August issue of The Journal of the American Dental Association. Application forms should be sent to the A.D.A. Housing Bureau, 16 Central Pier, Atlantic City, N.J.

### PRESIDENT'S DINNER, STYLE SHOW ARE HIGHLIGHTS OF SOCIAL EVENTS

Highlight of the social events will be the president's dinner, in honor of Dr. Bernerd C. Kingsbury, of San Francisco, president of the Association, and Mrs. Kingsbury. "On the Boardwalk in Atlantic City" is the theme for the dinner which will take place in the American Room of the Traymore Hotel on Wednesday, Oct. 3. There will be a cocktail party and entertainment from New York's Broadway. Tickets for the president's dinner are \$ 8.50 each and must be obtained in advance. They can be secured by writing to Dr. Westcott at the headquarters of the committee on local arrangements, the Mayfair Apartments, Albany and Atlantic Avenues, Atlantic City, N.J. As a special event for women visitors at the meeting, there will be a luncheon and fashion show on Tuesday noon in the Carolina Room of the Chalfonte Hotel. Entitled "Salute to American Fashions," the style show will feature original creations by American designers. Tickets for the luncheon and fashion show are \$ 4 each and must be purchased in advance. They also can be secured by writing to Dr. Westcott at the headquarters of the committee on local arrangements at the Mayfair Apartments. To make the meeting even more enjoyable for wives of dentists and other women visitors, a ladies' hospitality center will be open throughout the meeting in the Peverel Lounge at Haddon Hall. It will be staffed by hostesses who will plan tours to points of interest in the well-known seaside resort area.

### F.D.I. URGES WORLD-WIDE CAMPAIGN TO COMBAT DENTIFRICE ADVERTISING

The Federation Dentaire Internationale has urged all member dental associations to take steps to combat the extensive and misleading advertising of dentifrices "to prevent the exploitation of the public in matters of health." In a resolution adopted at its recent meeting, the F.D.I. pointed out that this advertising is based on "unsupported claims for prevention of dental disease," and warned that promotion of these dentifrices "tends to mislead the public and minimizes the importance of such fundamental measures of prevention as suitable diet, regular dental care, established oral hygiene practices and other recognized measures to combat dental disease."

### OHIO STATE UNIVERSITY PLANS ADDITION TO DENTAL SCHOOL

A \$ 1 million addition to the dental school at Ohio State University, Columbus, has just been approved. The new addition will practically double the present facilities, according to Dr. Wendell D. Postle, dean of the school. Construction is expected to begin early in 1957.

### TELEVISION WILL BE FEATURE OF 12TH INTERNATIONAL DENTAL CONGRESS

Plans for telecasting table clinics and other clinical demonstrations both nationally and internationally are currently underway for the 12th International Dental Congress, to be held in Rome, Sept. 7-14, 1957. Dr. Andrea K. Ovidia, chairman of the films and television committee, has requested that those interested in preparing kinescopes of demonstrations for presentation at the congress write him at Via Regina Margherita, 287, Rome, Italy.

### OKLAHOMA STATE DENTAL ASSOCIATION APPOINTS NEW EXECUTIVE SECRETARY

Mr. Bert L. Castleberry has been named executive secretary of the Oklahoma State Dental Association. Mr. Castleberry earlier was a member of the promotional sales department of the Denver Post. He also has worked in the circulation and sales departments of several southwestern newspapers and publishing houses. Mr. Castleberry attended Oklahoma City University and served in the Navy during World War II.

## **DR. C. STANLEY RICE, CHAIRMAN FOR 1960 MEETING, DIES SUDDENLY**

Dr. C. Stanley Rice, 54, of 153 S. Lasky Dr., Beverly Hills, Calif., died suddenly of a heart attack Friday night (Aug. 10), only a few hours after he had been unanimously elected by the A.D.A. Board of Trustees to serve as general arrangements chairman for the Association's 1960 annual session in Los Angeles. Dr. Rice was graduated from the School of Dentistry, University of Southern California, in 1925. He was the immediate past president of the American Society of Oral Surgeons and was well known in professional circles throughout the nation. He is survived by his widow and two children.

## **COMMITTEE TO PROTECT OUR CHILDREN'S TEETH REPORTS NEW MEMBERS**

The Committee to Protect Our Children's Teeth, Inc., a national group organized to promote water fluoridation, has gained an additional number of well-known members. Dr. Benjamin Spock, of Cleveland, prominent pediatrician, is chairman of the committee. The new members include: Detlev W. Bronk, president, Rockefeller Institute for Medical Research; A. Philip Randolph, president, Brotherhood of Sleeping Car Porters; Alan Gregg, former vice-president, Rockefeller Foundation; George Bugbee, president, Health Information Foundation; Randel Shake, director of child welfare, American Legion, and Jackie Robinson, Brooklyn Dodgers infielder.

## **NEW A.D.A. CENTRAL OFFICE BUILDING IS NEAR COMPLETION**

Construction of a new seven-story addition and the complete remodeling of the former Central Office headquarters of the A.D.A. at 222 E. Superior St., Chicago, is virtually completed. Only finishing touches remained to be done last week when members of the Board of Trustees were hosts at an informal reception for A.D.A. employees in the new building. Total cost of the new construction and the remodeling will approximate \$1,400,000. Formal dedication of the new headquarters will be held next February during the Mid-Winter Meeting of the Chicago Dental Society.

## **CHICAGO DENTAL SOCIETY TELEVISION SHOW PRAISED BY NEWSPAPER**

"The Smile Club," a daily television program produced in cooperation with the Chicago Dental Society, has been described by the Chicago Daily News as "one of the most worthwhile of all children's television shows." The 15-minute program, which is presented at 12:45 to 1 p.m., Mondays through Fridays, began in September, 1954. It features actual dental operations and interviews with dentists, physicians and authorities in the fields of nutrition and public health. Dr. Edward W. Leubke, society president, said: "We consider the program to be of tremendous value because we are instilling in the minds of the very young a true and real respect for dental hygiene. And it is helping establish a truly pleasant relationship between the patient and the dentist." Dr. Mortimer W. Neimark, of Chicago, is the show's producer.

## **BRIEFS IN THE NEWS**

Dr. George W. Teuscher, of Chicago, dean of the Dental School, Northwestern University, has left for New Zealand as the first stop on a five-month global tour in which he will address dental societies, dental schools and hospitals. Included in his itinerary are Australia, India and eight western European countries....The Los Angeles County Dental Society is taking applications for the position of dental health education coordinator. Information about the opening can be obtained from the society at 903 Crenshaw Blvd., Los Angeles....Dr. David B. Ast, director of the bureau of dental health of the New York State Department of Health, has received an award from the Capital District chapter of the American Society for Public Administration for "outstanding service in the field of public administration."...An honorary degree of doctor of science has been conferred on Dr. George M. Anderson, of Baltimore, by the University of Maryland. Dr. Anderson is a past president of the Baltimore City Dental Society and Maryland State Dental Association....A dental health section has been set up by the American Association for Health, Physical Education and Recreation....Miss Helaine Levin, of Chicago, director of the A.D.A. film library, has been re-elected vice-chairman of the Audio-Visual Conference for Medical and Allied Sciences....The Army Dental Corps has begun construction of a 28-chair single-floor dental clinic at Fort Lewis, Wash., which it reports is the first separate permanent installation of its kind in the Army.