

American Dental Association

**ADACommons**

---

[ADA News Letter](#)

[ADA Publications](#)

---

3-1-1957

## ADA News Letter - 03/01/1957

American Dental Association

Follow this and additional works at: <https://commons.ada.org/adanewsletter>



Part of the [Dentistry Commons](#), [History of Science, Technology, and Medicine Commons](#), and the [Nonprofit Administration and Management Commons](#)

---

### Recommended Citation

American Dental Association, "ADA News Letter - 03/01/1957" (1957). *ADA News Letter*. 230.  
<https://commons.ada.org/adanewsletter/230>

This News Article is brought to you for free and open access by the ADA Publications at ADACommons. It has been accepted for inclusion in ADA News Letter by an authorized administrator of ADACommons. For more information, please contact [commons@ada.org](mailto:commons@ada.org).

# ada News Letter

Vol. 10, No. 5 - Friday, March 1, 1957

## **BUILDING TO HOUSE DENTAL RESEARCH INSTITUTE IS CRITICALLY NEEDED, DR. HARRY LYONS TESTIFIES BEFORE HOUSE APPROPRIATIONS SUBCOMMITTEE**

Critical need for space makes essential the construction of a building to house the National Institute of Dental Research, Dr. Harry Lyons, of Richmond, Va., president of the A.D.A., told congressmen Feb. 28. In testimony prepared for delivery before the House appropriations subcommittee which is conducting hearings on a proposed budget for the Department of Health, Education and Welfare, Dr. Lyons noted that while \$4 million had been authorized for the building, no sum had been included in the proposed budget for actual construction. Dr. Lyons quoted from a unanimous report of the Senate Committee on Labor and Public Welfare last year which urged immediate construction of the building and pointed out that its postponement from the time that Congress first authorized funds for construction of a N.I.D.R. building in 1948 was extremely wasteful both in terms of increased building costs and in plans drawn up at great cost. The report added: "If this construction should be further postponed, it will be still more wasteful. More important than the monetary aspects of this situation, however, is the fact that lack of proper facilities for the Dental Institute's program poses a serious threat to this nation's progress toward the effective control and prevention of disease." Dr. Lyons said that successful research on dental diseases requires the combined skills of many kinds of scientists and pointed out that "only in an adequately housed, equipped and staffed National Institute of Dental Research can all these workers and their efforts be fully coordinated in an effective assault on major dental problems." He said that the American Dental Association is convinced that "no sound argument exists for a further delay in constructing the Dental Institute building."

### **A.D.A. RECOMMENDS \$1 MILLION INCREASE IN RESEARCH FUNDS**

activities of the Public Health Service, an increase of \$1 million over the proposed budget and \$1,404,000 over the current budget. Dr. Lyons said the \$1 million increase would apply to the program of research grants carried out in dental schools and dental research centers. The grant program is administered by the National Institute of Dental Research. The A.D.A. executive noted that of the \$2,600,000 earmarked for dental research project grants in the current record budget, only \$1,330,000 will be available to support additional approved projects. Applications for 250 grant projects in the amount of \$3 million will be considered at the March meeting of the National Advisory Dental Research Council. The council reviews and approves grant applications from the schools and research centers. Dr. Lyons estimated that next year's funds, unless increased, will be used almost entirely to support the continuance of projects started during this and earlier years. He then estimated that at most \$260,000 will be available for projects submitted next year. "The Association's Council on Dental Research, through its close liaison with the dental schools and research centers, believes that it is urgent that these institutions be given support for a number of new projects," Dr. Lyons said.

In another part of his testimony, Dr. Lyons said that the Association recommends appropriations of \$7,430,000 for dental health and research

### **CONTRIBUTIONS REACH HIGHEST AMOUNT IN 50-YEAR HISTORY OF RELIEF FUND**

The "Golden Anniversary" Drive of the A.D.A. Relief Fund has surpassed all previous records. As of Feb. 25, \$121,282.07 had been received. Only eight constituent societies and four federal dental services have not passed the 100 per cent mark in comparison with 16

constituent societies and four federal dental services who had not passed their quota at the same time last year. Alaska has regained first place with contributions totaling 420 per cent of its quota. Tennessee is in second place with 389 per cent, followed by the U.S. Public Health Service with 215.7 per cent. A breakdown of contributions by state and federal dental services will be found on the enclosed Mimeographed page.

### **NEW STATE DENTAL PRACTICE LAW ENACTED IN TENNESSEE**

Gov. Frank Clement of Tennessee on Feb. 15 signed a new state dental practice act which stresses the adjunctive relationship between the dental profession and the dental laboratory craft. The new law stipulates that dental laboratory technicians may construct prosthetic dental appliances "only on the direction, prescription or order" of a licensed dentist. Passage of the law climaxed efforts of the Tennessee State Dental Association for a new statute to replace a 1935 law. The new law sets out a system of penalties, including a \$ 100 to \$ 400 fine for first offenders and at least \$ 1,000 and a possible prison sentence of not less than a year for second offenders. Additionally, individuals who violate injunctions barring them from practicing dentistry are faced with a mandatory prison sentence of not less than a year and a fine of not less than \$ 1,000. Work orders are now required by dental practice acts in 36 states. In 27 states and the District of Columbia, the law provides for written authorizations.

### **DR. BASIL BIBBY NAMED REGENT OF NEW NATIONAL LIBRARY OF MEDICINE**

Dr. Basil G. Bibby, of Rochester, N.Y., director of the Eastman Dental Dispensary, has been named the dentist member of the Board of Regents for the National Library of Medicine for a three-year term. Dr. Bibby was one of the 10 members of the board nominated by President Eisenhower. Approval of the nominees has been voted by the Senate Labor and Public Welfare Committee. The library was established by Congress last year as a unit of the U.S. Public Health Service to succeed the former Army Medical Library. It contains the world's largest collection of health literature. The first order of business for the regents is to select a site for the library. Indications are that Washington, D.C. will be selected.

### **DR. ALSTADT TO ADDRESS NATIONAL CONFERENCE ON RURAL HEALTH MARCH 8**

Dr. William R. Alstadt, of Little Rock, Ark., president-elect of the A.D.A., will address the 12th National Conference on Rural Health to be held by the A.M.A. Council on Rural Health March 7-9 at the Brown Hotel in Louisville, Ky. Dr. Alstadt will speak on "Dental Health and Farm Families" at the morning session March 8. In connection with the conference, Dr. Alstadt will also be heard in an interview on the National Farm and Home Hour, a National Broadcasting Company radio program. The network show will be presented at noon (central standard time) on March 9.

### **'MEDICAL HORIZONS' TO PRESENT DENTAL PROGRAM ON ABC NETWORK MARCH 3**

A nation-wide television program on dentistry will be presented Sunday afternoon, March 3, on the "Medical Horizons" series. The documentary report, on prevention of periodontal disease, is being presented as a public service by Ciba Pharmaceutical Co., in cooperation with the A.D.A. and the American Medical Association. The program will originate "live" from the School of Dentistry, University of Texas, Houston. The program will be presented at 4:30 p.m. eastern standard time, on the ABC television network, which consists of 200 local stations. Local newspapers should be checked for the time of the program. In 16 cities, the program will be presented at a later Sunday as a telecast. In these cities, the telecast time is as follows:

Albuquerque, N.M.	Mar. 17	2:30 p.m.	KOAT TV	Portland, Ore.	Mar. 10	4:30 p.m.	KGW TV
Cedar City, Utah	Mar. 24	4:30 p.m.	TCTN	San Diego, Cal.	Mar. 10	4:30 p.m.	XETV
El Paso, Tex.	Mar. 19	9:30 p.m.	KILT TV	San Francisco, Cal.	Mar. 10	4:30 p.m.	KGO TV
Fort Myers, Fla.	Mar. 24	5:30 p.m.	WINK TV	Seattle, Wash.	Mar. 10	4:30 p.m.	KING TV
Fresno, Cal.	Mar. 10	4:30 p.m.	KJEO TV	Sioux Falls, Ia.	Mar. 17	2:30 p.m.	KELO TV
Jacksonville, Fla.	Mar. 10	3:00 p.m.	WMBR TV	Spokane, Wash.	Mar. 10	4:30 p.m.	KREM TV
Kansas City, Mo.	Mar. 17	5:00 p.m.	KMBC TV	Steubenville, Ohio	Mar. 10	3:00 p.m.	WSTV TV
Los Angeles, Cal.	Mar. 10	4:30 p.m.	KABC TV	Youngstown, Ohio	Mar. 10	3:30 p.m.	WKBN TV

## 'TIDE' MAGAZINE COMMENTS ON DENTIFRICE ADVERTISING

The following comment on an exhibit of dentifrice advertising claims which was prepared by the A.D.A. Council on Dental Therapeutics was included in the column "Tidings" of the Feb. 8 issue of Tide magazine:

For reasons we'd rather not mention here we had occasion the other day to visit a gathering of dentists. We wandered guiltily about peering at new-fangled plates and such when an exhibit called: Dentifrice Advertising Claims hit us right in the teeth. It featured a display of toothpaste ads, accompanied by the American Dental Association's comments on the ad claims.

For example, next to an Ipana ad which stated solemnly: "WD-9 is the simple name for sodium lauryl sulphate. It foams into tiny crevices between the teeth where even your toothbrush can't reach -- and destroys bacteria that causes cavities," the association commented acidly: "Most foaming agents like 'WD-9' are antibacterial. There is no adequate proof that this helps prevent decay."

Then there was an ad for Super Amm-I-Dent which read something like a testimonial for the fountain of youth. "FLUORIDINE'S (sic) MAGIC DISCOVERED" (picture of child at drinking fountain), and "FLUORIDE'S MAGIC CAPTURED IN A TOOTH-PASTE." Next to this was A.D.A.'s curt reply: "Water fluoridation -- not fluoride toothpaste -- has proven value in preventing decay."

Underlying most of the A.D.A.'s comments on the ad claims is the suggestion that no one has ever proved them. We've often wondered ourselves just who are those starry-eyed, white-froked doctors and dentists (sic) whom the ads picture as spending their days running hundreds of tests. The association gave them short shrift. Said an AMM-I-Dent ad about its tooth saving properties: "Test after test by dentists prove it." Said the A.D.A. waspishly: "Not one dentist has published a report of a clinical test of Super Amm-I-Dent with Fluoride."

An ad for Crest claimed modestly: "Dentists tested Crest for three years with 5,763 people. No toothpaste stops all decay...but Crest set decay prevention records never approached by any other toothpaste." An the comment: "The Council on Dental Therapeutics considers these tests inadequate and inconclusive."

Finally, capping the display was a testimonial of A.D.A.'s own, "It's the brushing not the toothpaste that counts." That did it. We crept out before anybody asked what business we're in.

## MINNESOTA SOCIETY BUILDS OWN \$75,000 QUARTERS; DEDICATION APRIL 1

The Minnesota State Dental Association, believed to be the first state dental society to construct its own building, has moved into its new quarters, a two-story structure built by the society at a cost of \$75,000. The new central office headquarters will be formally dedicated April 1 at ceremonies held in conjunction with the annual meeting of the state association. The building, of contemporary design, is a combination of tan Saskatchewan brick, steel, wood and glass. The second floor, used for society activities, includes the secretary's offices, a board room and editorial quarters for North-West Dentistry, official journal of the Minnesota, North Dakota and South Dakota state dental associations. The lower floor is used mainly by the Minnesota State Board of Dental Examiners. There is also a sizeable parking lot. The building is located at 2236 Marshall Ave., St. Paul, in a residential section midway between the downtown sections of St. Paul and Minneapolis. It was financed entirely by voluntary contributions.

## A.D.A. MEMBERS RECEIVE COPIES OF ASSOCIATION'S 1957 CATALOG

Copies of the 1957 Catalog of the American Dental Association have been sent to all members of the Association. The Catalog describes material produced and distributed by the A.D.A. It contains all the sections of the former Catalog, plus a new section containing those publications not previously listed which are distributed without charge in limited quantity. Additional copies of the Catalog may be obtained by writing to the A.D.A. Order Department, 222 E. Superior St., Chicago, 11.

### CLOSED CIRCUIT COLOR TELEVISION TO BE SHOWN AT PHILADELPHIA MEETING

Eight hours of closed circuit color television presented through the cooperation of the Smith, Kline and French Laboratories of Philadelphia will be a feature of the 1957 Greater Philadelphia annual meeting to be held March 26-29 in the Sheraton Hotel. The meeting is sponsored by the Philadelphia County Dental Society. The program will also include nine registered clinics, a medical symposium, a public health symposium and commercial exhibits. Dr. Albert L. Borish, of Philadelphia, is general chairman. The president of the society is Dr. Eli Edelman.

### I.A.D.R. TO INCLUDE SECTION ON FLUORIDE METABOLISM AT MARCH MEETING

Sessions on fluoride metabolism and on tooth surfaces and fluorides will be included at the 35th general meeting of the International Association for Dental Research scheduled for March 21-24 at the Claridge Hotel in Atlantic City. Other subjects will be nutrition and calcification, enamel, methods and instruments, periodontium, saliva, dental pulp, bacteriology, salivary glands, neoplasms and inflammation, experimental animal caries, dental development, biophysics and pharmacology, epidemiology, histology and human growth, and transplation and regeneration. The president of the I.A.D.R. is Dr. Joseph F. Volker, of Birmingham, Ala.

### APPLICATIONS AVAILABLE FOR SCIENTIFIC EXHIBITS AT A.D.A. MEETING

A.D.A. members who wish to present scientific exhibits at the Association's 98th annual session in Miami, Nov. 4-7, may obtain applications from the A.D.A. Council on Scientific Session, 222 E. Superior St., Chicago 11. Exhibits should be concerned with diagnosis, treatment or research related to dentistry, or the general improvement of health. The council is especially interested in obtaining exhibits which employ a certain amount of demonstration, according to Dr. Charles Kurz, of Carlyle, Ill., council chairman. Applications should be received no later than July 1.

### DENTAL SCHOOLS' MEETING SCHEDULED FOR MARCH 24-27 IN ATLANTIC CITY

The art and science of teaching will be emphasized at the 34th annual meeting of the American Association of Dental Schools to be held March 24-27 at the Haddon Hall Hotel in Atlantic City. There will be sessions on the teaching of bacteriology, gross anatomy, orthodontics, public health dentistry, partial and full denture prosthodontics, histology and oral diagnosis. Commissioner Lloyd E. Blauch, of the U.S. Office of Education, will preside at a general session March 25. The president is Dr. Lee Roy Main, of St. Louis.

# SAVE TIME!

# SAVE MONEY!

AMERICAN DENTAL ASSOCIATION  
Subscription Dept., 222 E. Superior St., Chicago 11, Illinois

Please enter my subscription to DENTAL ABSTRACTS.  
My check is enclosed.\*"

Name.....

Address.....

City, Zone, State.....

By subscribing now to *Dental Abstracts* you save both time and money. *Dental Abstracts* saves hours of reading time every month and if you subscribe immediately you save money too because you'll get the January and February issues as a *Bonus*.

*Dental Abstracts* is the AMERICAN DENTAL ASSOCIATION'S newest publication and is designed to meet the busy dentist's need for a quick summary of world-wide developments in dentistry. The cost is only \$6.00 a year U.S., \$7.00 outside U.S., and you save money by getting 14 issues for the price of 12. But, act quickly! Use this handy coupon.

\* SUBSCRIPTION RATE \$6.00 U. S., \$7.00 ABROAD