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## ADA News Letter - 10/01/1957

American Dental Association

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The logo features the lowercase letters "ada" in a bold, 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 "News Letter" text.

# ada News Letter

Vol. 10, No. 19 - Tuesday, Oct. 1, 1957

## NUMEROUS INTERNATIONAL VISITORS EXPECTED AT A.D.A. MEETING-- ACCOMMODATIONS STILL AVAILABLE AT HOTELS IN NOTED RESORT AREA

An unusually large number of international visitors is expected to attend the 98th annual session of the A.D.A. to be held Nov. 4 through 7 in Miami and Miami Beach. Officially representing the Federation Dentaire Internationale at the four-day meeting will be Dr. Gerald H. Leatherman, of London, its secretary-general. Among visitors from other countries will be Dr. Benjamin Gomez Herrera, of Bogota, Colombia, president-elect of the Pan-American Association of Dentistry for Children and president of the Colombian Society of Dentistry for Children; Dr. Kenneth Adamson, of Melbourne, president of the Australian Dental Association; Dr. Henry Beyron, of Stockholm, past president of the Swedish Dental Society and dentist to the royal family of Sweden; Dr. Robert Currie, of Sydney, Australia, former chief administrator of the United Dental Hospital in Sydney, and Dr. Alfredo H. Berguido, president of the Panama Dental Association. Indications are that nearly 400 visitors from other countries will be at the meeting, including a sizable delegation from Switzerland and Austria. For the many dentists expected from Latin America, the scientific program at Dinner Key Auditorium will include a group of both table clinics and projected clinics in Spanish. There will be a luncheon for international visitors at the Mona Lisa Room of the Eden Roc Hotel in Miami Beach on Tuesday, Nov. 5. A hospitality center for international guests will be open at the Fontainebleau Hotel. Because of the ample supply of hotels in the noted resort area, accommodations are still available for the meeting. Applications for reservations should be made on the form in The Journal of the American Dental Association which should be sent at once to the A.D.A. Housing Bureau, Box 1511, Miami Beach.

### A.D.A. MEMBERS REMINDED TO BRING MEMBERSHIP CARDS

ment said membership cards stamped during registration at the annual session would be acceptable evidence of attendance, one factor in determining deductions for business expenses for income tax purposes. The opinion, requested by the Association, was issued by Mr. Dean J. Barron, acting director of the Treasury Department's audit division.

A.D.A. members are reminded to bring their membership cards to the annual session. An opinion this week from the Treasury Department

### JOURNALISM CONFERENCE SCHEDULED FOR NOV. 2

sion jointly of the organization and the A.D.A. Council on Journalism on Saturday, Nov. 2, in the Imperial Room of the Eden Roc Hotel in Miami Beach. Following a morning business session, the afternoon will be devoted to talks by Mr. George Miller, of Gainesville, Fla., member of the faculty of the University of Florida School of Journalism; Dr. Perry A. Ratcliff, of San Bernardino, Calif., editor of the Journal of the Western Society of Periodontology, and Dr. Austin H. Kutscher, of Highland Park, N.J., associate editor of the New York State Dental Journal. There will also be two films, one on paper manufacture and the other on editing and printing a magazine.

Dr. L. Franklin Baumgardner, of Charlotte, N.C., president of the American Association of Dental Editors, will preside at an all-day ses-

## 10,000 ATTEND INTERNATIONAL DENTAL CONGRESS IN ROME

Approximately 10,000 persons from 72 nations, including nearly 1,000 U.S. dentists and their wives, participated in sessions of the XIIth International Dental Congress held in Rome from Sept. 6 to 14. The meeting was sponsored jointly by the Federation Dentaire Internationale which held its XLVth annual session during the same period and the Associazione Medici Dentisti Italiani. The Congress featured several hundred scientific presentations, essays, demonstrations, clinics and exhibits. The delegates were received in a special audience at St. Peter's Church by Pope Pius XII (see below). Receptions were given by the mayor of Rome and various governmental officials including the Italian ministers of health and defense. There were also many social events including a special opera performance, an official banquet, a grand ball and a reception at the U.S. Embassy in honor of the American Dental Association. Cologne, Germany, was selected as the site of the next Congress to be held in 1962. The 1958 meeting of the F.D.I. will be held in Brussels.

### DR. BRANDRUP-WOGENSEN IS NEW F.D.I. PRESIDENT

Brandrup-Wogensen succeeds Dr. Albert Joachim, of Brussels. Dr. Oren Oliver, of Nashville, Tenn., a former president of the F.D.I., was elected as an honorary vice president. This same honor was conferred upon Dr. Luigi Benedetti, of Rome, president of the Congress. Dr. F. H. Witt, of Cologne, Germany, was elected as an honorary member. Dr. W. Stewart Ross, of London, was elected as a new vice president. Re-elected as vice presidents were Dr. LeRoy M. Ennis, of Philadelphia; Dr. Obed Moen, of Watertown, Wis.; Dr. Erich Muller, of Hamburg, and Dr. Jean Deliberos, of Paris. Dr. Gerald Leatherman, of London, and Dr. Jack Stork, of Aerdenhout, Holland, continue to serve as secretary and treasurer, respectively. Miss Dorothy Parrott, of London, was re-elected assistant treasurer and Dr. W. Riis Klausen, of Copenhagen, was re-elected assistant secretary. Prof. H. H. Stones, of Liverpool, was re-elected editor of the International Dental Journal.

Dr. Thure Brandrup-Wogensen, of Stockholm, was unanimously elected president of the F.D.I. at its closing session in Rome on Sept. 14. Dr.

### POPE COMMENDS DENTISTS FOR PREVENTING DISEASE

the profession for their "care and patience...in the service of science and humanity" and accorded to them his Apostolic Blessing. In his talk, which was delivered in French, Pope Pius stressed the importance of prevention of dental disease, particularly among children. He pointed out recent advances in the field of pedodontics, adding: "One ought to rejoice at the help given (by dentists) to parents in the delicate task of guiding the growth and harmonious formation of the personality of their children." The Pope also hailed the advent of the high speed drill which he said gives promise of eliminating "disagreeable sensations" for the patient. "We hope that these first promising results will be confirmed," he said.

Speaking to several thousand dentists in the Basilica of St. Peter's on Sunday afternoon, Sept. 8, Pope Pius XII commended members of

## MOTIVATION RESEARCH STUDY ON DENTAL HEALTH BEING CONDUCTED

A pilot study using the new technic of motivation research was started last week in the dental field. The purpose of the study, which is being conducted under the auspices of the A.D.A. Bureau of Economic Research and Statistics, is to determine the underlying reasons why persons care for or neglect their dental health. It is being carried out by Social Research, Inc., of Chicago, an agency specializing in motivation research. The study consists of depth interviews of 110 people in a midwestern city chosen as typical with respect to size, income and other factors. The results of the interviews will be interpreted and evaluated by psychologists, sociologists and others in the social and biological sciences field.

## ANNUAL ARKANSAS DENTAL SEMINAR SCHEDULED FOR OCT. 6-8

Sessions on practice administration, the use of silver amalgam and operating procedures with high speed instruments will be presented at the 14th annual dental seminar of the Arkansas State Dental Association Oct. 6-8 at the Velda Rose Motel in Hot Springs. Additionally, there will be a session on "Estate and Investment Planning for the Professional Man." Dr. D. J. Van Patter, of Hot Springs, is the general chairman.

## FLUORIDATION PROGRAMS NOW OPERATING IN 1,532 COMMUNITIES

Fluoridation programs, as of Sept. 4, were in operation in 1,532 communities with populations totaling 32,319,603 people, according to the U.S. Public Health Service. Among newcomers to the program is Topeka, Kans., the state capital, where the procedure started Aug. 20. It is the 27th community in the state to have the program.

### ROPER POLL SHOWS MAJORITY SUPPORT

A nation-wide poll on fluoridation conducted by Elmer Roper and Associates indicated majority support for the measure. The question was:

"In many communities, there has been discussion of fluoridation of the city's water supply. Do you think this is a good idea or not?" That fluoridation is a good idea was the opinion in 53 per cent of the answers; that it is not a good idea was the opinion of 18 per cent, and a "don't know" opinion was advanced by 29 per cent. "From the hue and cry that has been raised, fluoridation of our city water supplies would seem to be one of the more burning controversies of our day," the Roper study said. "Poll data suggest that most of the burning is being done by the opponents of fluoridation, whose ammunition is being fired against a majority who have quietly accepted this method of preventing tooth decay before it starts."

### EXCELLENT COLUMN IN NEWSPAPER AVAILABLE

An excellent column on fluoridation, entitled "The Truth vs. Superstition," appeared in the Sept. 2 issue of the Mason City (Iowa) Globe-

Gazette. The column is by the newspaper's editor, Mr. W. Earl Hall. It lists the principal organizations that have endorsed the procedure and notes that "to accept the absurd and wholly unsupported claims of those who rail against fluoridation is to reject the validity and competence of the dental profession, of the medical profession, indeed of all science." Mimeographed copies of the column are available on request from the A.D.A. Bureau of Public Information, 222 E. Superior St., Chicago 11.

## TEN MORE MILITARY INSTALLATIONS DECLARED 'REMOTE AREAS'

Ten more armed forces' installations in the United States have been designated as "remote areas" in relation to dental treatment under the Dependents' Medical Care Act, it was reported last week by the Department of Defense. There are now 19 military installations declared remote areas, a designation which permits dental care to be provided military dependents by dental officers of the base or post. Commanders of 78 installations, out of an estimate of nearly 1,000 in the country, have requested consultations with representatives of state dental societies regarding possible designation of the installations as remote areas. Installation commanders are required to consult with state dental societies on the availability of civilian dentists to meet the needs of military dependents in their respective areas. The 10 newest bases to be included in the "remote area" listing are: Vint Hall Farms Station, Warrenton, Va.; Camp Irwin, Barstow, Calif.; Fort Benjamin Harrison, Indiana; U.S. Naval Ammunition Depot, Hawthorne, Nev.; Dover Air Force Base, Delaware; Eglin Air Force Base, Florida; Loring Air Force Base, Maine; Nellis Air Force Base, Nevada; Patrick Air Force Base, Florida, and Wendover Air Force Base, Utah.

## WORKSHOP ON EDUCATION OF DENTAL ASSISTANTS TO BE HELD

A three-day workshop on the education and certification of dental assistants will be held by the A.D.A. Council on Dental Education Oct. 2-4 in Association headquarters. One of the main purposes of the workshop is agreement on a definition of the duties and responsibilities of the dental assistant. Participating in the workshop will be dental educators, practicing dentists and representatives of the American Dental Assistants Association, the American Dental Hygienists' Association, schools training dental assistants and others. Among those presenting papers will be Dr. Carl A. Laughlin, chairman of the Council on Dental Education; Mrs. Sadie L. Hadley, chairman of the Committee on Education of the American Dental Assistants Association; Miss Evelyn Brett, member of the A.D.A. certification board; Dr. Kermit F. Knudtson, general supervisor of the dental education research project at the University of North Carolina, and Dr. Walter J. Pelton, chief of the division of dental resources of the U.S. Public Health Service. Greetings will be extended by Dr. Harold Hillenbrand, A.D.A. secretary. Dr. Maynard K. Hine, chairman of the committee on the training of dental assistants of the Council on Dental Education, will preside.

## NEW BOOKLET ON THE ASSOCIATION IS ISSUED

A booklet about the A.D.A., entitled "The American Dental Association -- Its Structure and Function," has been issued by the A.D.A. The 32-page publication describes services both to the profession and the public of the world's largest organization and tells of the operations of the various agencies of the Association. Single copies of the new booklet are available on request from the Bureau of Public Information, 222 E. Superior St., Chicago 11. There is a charge of 25 cents each for quantity orders.

## 'PUBLIC RELATIONS NEWS' COMMENTS ON A.D.A. PUBLICITY MANUAL

In a recent issue, Public Relations News, one of the nation's leading public relations publications, commended the A.D.A. for its new booklet, "Publicity for Dental Societies." Copies of the booklet, prepared by the A.D.A. Bureau of Public Information, have been distributed to officials of constituent and component dental societies. The comment of Public Relations News follows:

American Dental Association (Chicago) has just issued a publicity manual for the benefit of its state and local societies -- one which can be studied to advantage. Because the concept of public relations and techniques of publicity still are new to many of the Association's members, the 24-page booklet is elementary and easy to follow. It begins by differentiating between PR and publicity and makes the sound comment that there is need for a continuing program of publicity operating within the framework of sound PR. It recommends setting up a publicity committee...describes what makes news (regular and special meetings, workshops, speeches, surveys, public service activities, etc.)...tells how to prepare publicity material and work with the media (select a spokesman; news stories should stand on their merits; etc.)...offers picture ideas...suggests use of other material (pamphlets, poster, contests, and films)...and urges measurement of results through attitude surveys.

In summarizing, the guide gives an excellent over-all statement of the purpose of publicity: "In the final analysis, publicity should be evaluated in relation to the basic objectives of the society to improve the health of the public and to promote the art and science of dentistry. Publicity which serves this purpose is useful and highly desirable."

## COUNCIL ON LEGISLATION ISSUES MEMORANDUM ON MR. W. G. LEWIS

The A.D.A. Council on Legislation last week issued a memorandum for secretaries and executive secretaries of state dental societies, calling their attention again to a ruling of the Court of Appeals of Kentucky against a lay group and its leader, Mr. W. G. Lewis. The group had attempted to provide dental services for the public at a missionary training school clinic in eastern Kentucky. The court noted that whatever the group's motive, the dental practices were clearly within the terms of the state dental practice act and were, therefore, a violation of the statute. In the message to state secretaries, Mr. Bernard J. Conway, of Chicago, secretary of the Council on Legislation, pointed out that Mr. Lewis had practiced elsewhere. "Mr. Lewis has failed in his efforts to establish his missionary clinic in the states of Nebraska, Indiana and Kentucky," Mr. Conway said. "It is probable that he will seek another state for his activities."

## ORDERS BEING TAKEN FOR '1958 INDEX TO DENTAL LITERATURE'

Subscriptions are now being taken for the 1958 Index to Dental Literature, published cumulatively four times a year by the A.D.A. The final issue for the year is an annual bound volume. The Index lists more than 5,500 articles, book reviews, editorials and obituaries. The listings are arranged alphabetically under some 11,000 author and subject entries. A year's subscription to the Index is \$20 and can be ordered from the A.D.A. Subscription Department, 222 E. Superior St., Chicago 11.